

The Effect of Online Marketing Mix, Online Product Representation, and Digital Content Marketing on the Marketing Performance of MSMEs in NTB Mall Mataram during the COVID-19 Pandemic

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Abstract. In today's technological era, marketers and entrepreneurs need to know that many digital variables determine marketing performance. This study aims to assess the effect of the online marketing mix, online product representation, and digital content marketing on the marketing performance of MSMEs NTB Mall Mataram in the era of the Covid-19 pandemic. The type of research used is quantitative research with causal methods. The population in this study is MSME actors who have been incorporated into NTB Mall, which is 1803 people. The number of samples was 95 MSME actors aged 20-60. The sampling technique used was a simple random sampling technique. The data analysis used was the SEM-PLS method with SmartPLS 3.0 application. The results showed that the online marketing mix and digital content marketing had a positive and significant effect on marketing performance. Meanwhile, online product representation was found to have no significant impact on marketing work.

Keywords: Online Marketing Mix; Online Representation; Digital Content Marketing; Marketing Performance.

INTRODUCTION

After the emergence of the COVID-19 pandemic in Indonesia, especially in West Nusa Tenggara, people began to look for ways to restore their economy and business. Especially Micro, Small and Medium Enterprises (MSMEs) have emerged in recent years. The emergence and development of MSMEs in West Nusa Tenggara is seen as a new opportunity by the government to improve the community's economy. Various MSME sub-sectors have begun to emerge. Thus innovation is needed that can help accelerate its growth and development. The government facilitates multiple types of training for MSME actors to improve the ability and creativity of human resources, which is expected to enhance the performance of MSMEs. However, more than this step is needed because the marketing strategy for MSME products must also be considered.

NTB Mall is an innovation from the NTB Provincial Trade Office to market original products made by MSME players in Lombok and Sumbawa. In addition to having an offline store on Langko Street No 61 Mataram, NTB Mall is also based on online purchasing sites (e-commerce)

in the form of websites, Android and IOS applications. MSME products found in NTB Mall consist of food and beverages such as Lombok and Sumbawa coffee, processed pastries, processed seaweed, various kinds of NTB's typical chilli sauce, and so on. In addition, there are also different fashion products such as woven fabrics/ sockets, clothes and bags from woven fabrics/sockets, and others. In addition to fashion products, beauty and health products have even been registered with BPOM, such as face masks, scrubs, and herbal oils. Furthermore, there are handicraft products such as handicrafts, wood, earthenware, *ketak*, *cukli* and recycled waste, and there are also jewellery, namely silver and NTB pearls, that are known for their quality, not only domestically but also abroad.

Digital marketing planning is inseparable from offline marketing planning. However, special planning is needed digitally or online to help transition or distribute marketing information to customers appropriately. Online product representation to digital content marketing must be appropriately planned to achieve the company's goals. Today's leading companies have used the internet for their online marketing activities,

such as through blogs, websites, and online communities of companies [1]. A company blog is an online web where companies can present company content, brand-related, promotional, or relational, to be circulated to consumers. As blog content increases, online readership and circulation increase through incoming and outbound links from and to other websites, or in general, called engagement.

Measuring the success or failure of a management step carried out in business, such as increasing sales volume, the number of customers, and the growth of company profits, can be done by looking at marketing performance. Many variable variables influence marketing performance itself. In this study, the influence factor seen is the influence of online marketing strategies such as online marketing mix, online product representation, and digital content. These three factors were chosen because they are relevant to the types and patterns of business developing today, especially in the West Nusa Tenggara area.

The author [2] mentions that the marketing mix is not a scientific theory but only a conceptual framework that identifies the critical decision-making managers makes in configuring their offerings to match the needs and expectations of consumers. This marketing mix can be used to develop long-term strategies and short-term tactical programs [3]. The author [4] mentioned that most marketing practitioners consider marketing mix as a marketing transaction tool and an archetypal pattern for marketing planning. Although empirical evidence of the role and exact contribution of marketing mixes to the success of commercial enterprises is still limited. Some studies confirm that 4Ps Mix is a reliable concept according to practitioners who handle marketing issues tactically/operationally [5, 6, 7].

The marketing mix used by a particular company will vary according to its resources, market conditions, and changing client needs. The importance of some elements in the marketing mix will vary [2]. After the bombardment of internet use, marketing managers learned to cope with all the new marketing elements emerging from the online world. In some ways, this new marketing element has a similar analogue in the offline world but with an unknown, more revolutionary effectiveness and characteristics called e-Marketing (or online marketing mix) [8]. The online marketing mix is an essential point of marketing today due to the significant growth of

internet use by the world's population. In Indonesia alone, it is recorded that as of 2021, internet users are 212.35 million people or around 76.8 % of the total population of Indonesia. This is a new opportunity and challenge for all producers and marketers to reach consumers more broadly and almost infinitely, so the right digital marketing strategy is needed.

In addition, this research stems from the limited research on digital marketing concepts such as online marketing mix, online product representation, and digital content marketing in their influence on the performance of forcing, especially for MSME products that are constantly changing and developing rapidly.

Literature review

Marketing Performance. One of the keys for companies, especially MSME-based companies, to be successful in this very dynamic business world is knowing how to maintain a competitive advantage. The author [9] defines competitive advantage as the ability to obtain returns from investments consistently above average for the industry. Meanwhile, the author [10] states that companies with a competitive advantage implement a different strategy than current competitors or potential competitors so that other companies cannot duplicate the benefits of the process.

The author [11] defines marketing performance as the effectiveness and efficiency of an organisation or company's marketing activities that relate to all goals related to the market, such as revenue, growth, and market share. Marketing performance measurement is part of measuring business or company performance, a field of science that aims to support the implementation of business strategies by creating insights into company performance. The author [12] describes this performance measurement as a series of organisational processes and applications designed to optimise the execution of business strategies and are part of the managerial planning process. This planning process should ideally consist of four steps: (1) planning, (2) doing, (3) checking, and (4) acting [13, 14]. Nevertheless, marketing performance measurement focuses on the third step, observing the quality of strategy execution and identifying improvement areas.

The Effect of Online Marketing Mix on Marketing Performance. Authors [15] define a marketing mix as a collection of controlled tactical marketing tools that companies combine to generate the desired response in the target market. More specifically, online marketing strategies are product-centric in the form of dynamic and customised information, unlimited reach by location and time, competitive prices and informative and personalised promotions. Meaning marketers must be able to present advertisements that can touch all types of consumers and are not limited to a specific time and location only. In addition, authors [8] describe an electronic or online marketing mix in their research. The 4P on which the traditional marketing mix is based is still used, but with adjustments and changes that are considered more relevant to the current market situation. In addition, other elements characterise the online marketing mix, namely P2C2S2 (Personalization, Privacy, Customer Service, Community, Site, Security, and Sales Promotion).

Many studies prove that the right marketing mix strategy can improve marketing performance. The author [16], based on the results of his research, stated that price is one of the determining factors for buyers to determine a purchase decision on a product or service. Authors [17], in their research, proved that the marketing mix positively and significantly affects marketing performance. In addition, author [18] in his study also showed that distribution channels (place) and promotion significantly affect marketing performance. Similarly, authors [19] in their research prove that the 4P Marketing mix positively and significantly affects the company's marketing performance. Therefore, this study puts forward the first hypothesis as follows:

H₁: Online Marketing Mix has a significant effect on the marketing performance of MSMEs in NTB Mall Mataram

The Effect of Online Product Representation on Marketing Performance. Consumers currently have broad access to products and services offered by various companies and MSME products. These products and services have been widely available in the digital/online market, so, logically, companies are currently competing to create short videos or excellent and attractive images to represent their products digitally. This is undoubtedly a challenge for marketers [20].

One of the studies by [20] showed that short videos as a form of product representation can be an

effective tool for marketing products online. However, marketers still have to refrain from using videos that make consumers hesitant to buy their products. Ineffective advertising videos interfere with the browsing activities of potential consumers, which results in the extreme reaction of consumers in the form of avoidance of advertising (or can be said to avoid online stores of marketers/companies) [21]. This is to the results of research that shows a significant effect between length and video content on the level of consumer disruption, which leads to consumers avoiding these products and advertisements [22]. Therefore, the second hypothesis proposed in this study is:

H₂: Online Representation has a significant effect on the marketing performance of MSMEs in NTB Mall Mataram

The Effect of Digital Content Marketing on Marketing Performance. Digital content marketing is a management process responsible for profitably identifying, anticipating, and satisfying customer needs in the context of digital content or objects distributed through electronic channels [23]. In digital content, both marketing communications and the product itself are information.

In marketing communications, digital content can be used as a consumer attractor. Therefore, in the literature, it can be seen that many researchers are interested in and conduct research regarding digital content [24, 25, 26]. A study by [27] found that digital content has a positive and significant effect on consumers' buying interest, which is beneficial for improving the company's marketing performance. Thus, this digital content needs to be adequately planned before being published to consumers. Institutions or organisations can post information about their products through different digital channels, such as blogs, social networking sites, online videos and dictionaries, e-commerce, online marketplaces, e-books, e-articles, smartphones, and mobile application content. Thus, consumers can learn about the products offered while sharing their ideas and experiences.

In addition, through digital content, the company can also create the right brand image to ensure a sustainable competitive advantage. The digital content must be persuasive so that it can improve marketing performance. In this case, digital content is a driving factor for consumers to make purchases [27]. Thus, the perception of digital content that convinces consumers can ultimately also encourage consumers to recommend

products to others through electronic word-of-mouth communication. Based on this explanation, the third hypothesis proposed in this study is as follows:

H3: Digital Content Marketing has a significant effect on the marketing performance of MSMEs in NTB Mall Mataram.

Based on the explanation above, the conceptual framework of this study presents in Figure 1.

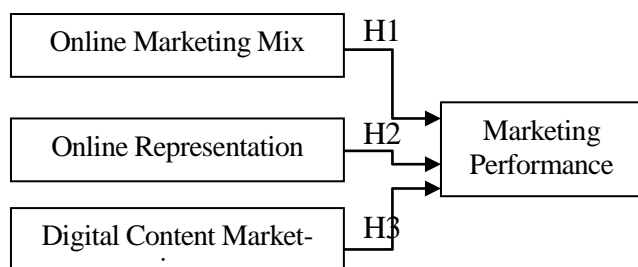


Figure 1 – The Studies' Conceptual Framework

METHODS

The data collection of this study was carried out by utilising google Forms, an online questionnaire application. Respondents came from diverse demographics regarding gender, age, and educational background. The sampling technique used was simple random sampling, and then the questionnaire was distributed to 95 respondents who were MSME actors aged between 20-60 years. The measurement of variable indicators adopts from previous research, namely the online marketing mix from [8]), online representation from [28], digital content marketing from [29], and marketing performance from [30, 31, 32]. All items are evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis in this study used a variance-based structural equation test with the SEM partial least square (PLS) method using Smart PLS 3.0 software. The selection of the PLS method in this study is based on the characteristics of the data on the SEM-PLS model that can test and identify with a low error rate even with a relatively small sample size.

Respondent's Characteristics. The study collected responses from 95 respondents. Because it uses an online questionnaire form, all questions can be mandatory so that respondents answer all the questions asked. The characteristics of respondents vary widely. Among all the respondents, 23

men and 72 women, most of whom (44.21%) were between the ages of 31-40. The most dominant respondent's educational background was high school (47.37%), where 38 (40%) of the respondents were included in the MSME actors who had joined NTB Mall for one year. The complete data can be seen in the following Table 1.

Table 1 – Respondent's Characteristics

Variable	Description	Sum	%
Gender	Male	23	24.21
	Female	72	75.79
Age	20-30 years old	20	21.05
	31-40 years old	42	44.21
	41-50 years old	22	23.16
	51-60 years old	11	11.58
Education	Elementary School	5	5.26
	Junior High School	22	23.16
	Senior High School	45	47.37
	Bachelor degree	23	24.21
Years of join	One year	38	40.00
	Two years	19	20.00
	Three years	14	14.74
	Four years	15	15.79
	Five years	9	9.47
Types of Product	Food and drink	16	16.84
	Fashion Products (Clothing, Bags, Jewellery, etc.)	17	17.89
	Beauty and Health Products	16	16.84
	Woven Fabrics	15	15.79
	Songket Fabric	14	14.74
	Household Products	5	5.26
	Other products	12	12.63

RESULTS AND DISCUSSIONS

Measurement Model (Outer Model)

Item Reliability Test Results are presents in Table 2. It can be seen from the table that all indicators of this study variable have a loading factor value greater than 0.70 [34]. All the hands are said to be valid and used as items to test this research model.

Discriminant Validity Test Results. The discriminate validity test was performed using the Average Variance Extract (AVE) value. The first condition must be met at this testing stage, and the AVE value must be greater than 0.50. Table 3 shows that the AVE values of all variables are > 0.50, so the first condition is said to be met.

Table 2 – Nilai Loading Factor

Variable	Statement	Loading Factor	Criteria
Online Marketing Mix	The types of my MSME products displayed in the NTB Mall web/application vary with complete displays (photos, information, how to use)	0.845	Valid
	The chosen pricing strategy is adjusted to the product offered	0.797	Valid
	I always choose the most effective promotional design (advertising, online banners, coupons), in my opinion	0.803	Valid
	I do affiliate with NTB Mall to make it easier for customers to access my products	0.796	Valid
	Customer Service at NTB Mall is good, complete, and very helpful	0.824	Valid
Online Representation	There is a customer community in NTB Mall to allow customers to interact with other customers	0.748	Valid
	I display an exciting and clear image on the NTB Mall web/app	0.867	Valid
	I also feature videos without narration to illustrate my MSME products	0.885	Valid
Digital Content Marketing	I say products with narratives to explain my products to consumers	0.897	Valid
	My digital content creation is tailored to its purpose, benefits, and specifications, so it's not boring	0.794	Valid
	The content created answers the needs and desires of consumers with a website appearance that consumers can understand, can be used efficiently, and is not confusing	0.861	Valid
	My digital content contains information and products that are offered well and make it easier for consumers to make purchasing decisions	0.858	Valid
	The language used in my range is so consistent that it can make it easier for readers to understand what they are reading	0.850	Valid
	The content information is concise and only contains essential information.	0.842	Valid
	The quality of the information provided is excellent, and it is ensured that it is helpful for consumers to learn about the product and its usefulness	0.758	Valid
My product sales always meet the target	0.731	Valid	
Marketing Performance	Relative product sales figures are increasing every month	0.808	Valid
	The number of subscribers is growing every year	0.761	Valid
	Promotional strategies used to increase sales figures	0.813	Valid
	The pricing strategy used adds to the company's profits	0.736	Valid
	Images and videos displayed on the NTB mall web increase the number of customers	0.752	Valid
	I always get a profit every month	0.801	Valid
	Digital content displayed on the NTB Mall web/application increased the number of visitors to my online store	0.789	Valid

Table 3 – Quality Criteria

Variable	AVE	Composite Reliability	Cronbach's Alpha
Online Marketing Mix (X ₁)	0.644	0.916	0.890
Online Representation (X ₂)	0.780	0.914	0.860
Digital Content Marketing (X ₃)	0.686	0.929	0.909
Marketing Performance (Y)	0.600	0.923	0.905

Based on the data in Table 3, it can also be concluded that all items are qualified, so all items are valid and can be used to test this research model.

Internal Consistency Test Results. Based on the Table 3, it can be seen that the value of the composite reliability of each variable is more significant than 0.70. Likewise, the value of Cronbach's alpha is by the value recommended by [34], which is greater than 0.60. Therefore, the internal consistency is concluded to have been fulfilled.

Hypothesis Test

It is carried out to determine the degree of significance of the path coefficient by looking at the resulting t-value (t-count). In this step, the test is carried out by running the Bootstrapping algorithm to determine whether the hypothesis proposed is accepted. The hypothesis will be supported at a significance level of 0.05 if the significance level is below 0.05 (5%).

In principle, this study uses one dependent variable, which is influenced by three other variables. The result of the R² value of the marketing performance variable (Y), which is 0.529 or 52.9%, means that the online marketing mix, online representation, and digital content marketing variables can substantially explain the marketing performance variable with a rate of 52.9%. At the same time, the rest is influenced by other factors not discussed in this study.

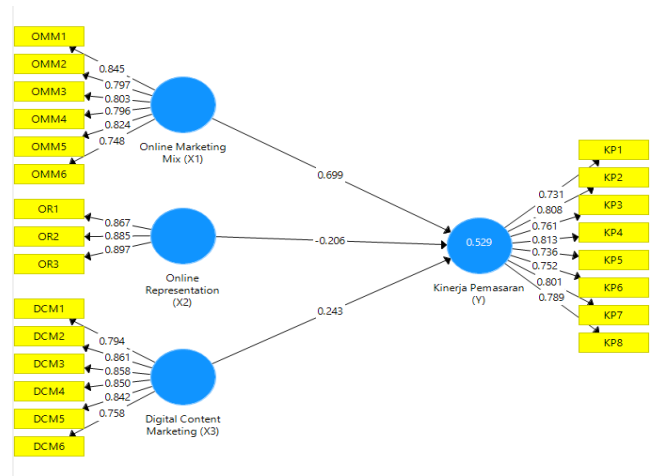


Figure 3 – Inner Model Structure

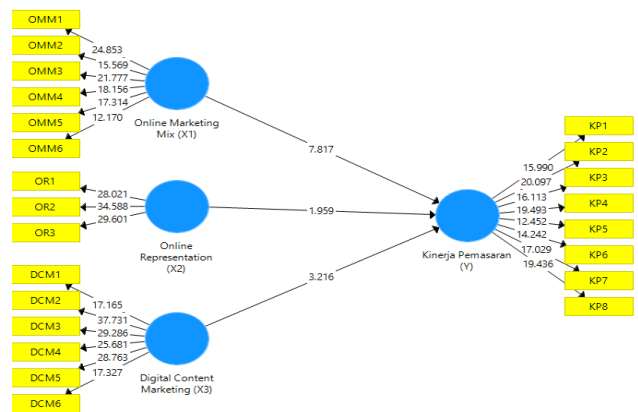


Figure 4 – Bootstrapping Test Results on Smart PLS

Table 4 – Structural Model Test Results

Influence between Variables	Coefficient	T Statistics	P Value	Conclusion
Online Marketing Mix -> Marketing performance	0.699	7.817	0.000	Significant
Online representation -> Marketing performance	-0.206	1.959	0.051	Insignificant
Digital Content Marketing-> Marketing performance	0.243	3.216	0.001	Significant

This study's H₁ states, "Online marketing mix has a significant effect on marketing performance". Through hypothesis testing with PLS, the test results showed a coefficient value of 0.699 with a p-value of 0.000, which is smaller than 0.05. So there is a significant influence of the online marketing mix on the marketing performance of NTB Mall MSMEs by H₁ (therefore, H₁ is accepted).

This study's H₁ test proves that the online marketing mix positively and significantly affects the marketing performance of MSMEs in NTB Mall.

This means that the better the online marketing mix strategy applied by MSME players, the more it will improve their marketing performance. Vice versa, if the online marketing mix strategy used by MSME players is wrong, the lower the marketing performance will be.

This study's H₂ states, "Online representation has a significant effect on marketing performance". Through hypothesis testing with PLS, the test results showed a coefficient value of -0.206 with a p-value of 0.051, which is greater than 0.05. It can be concluded that there is no significant in-

fluence of online representation on the marketing performance of NTB Mall MSMEs, which is contrary to H₂ of this study (thus, H₂ is rejected).

This study's H₂ test proves that online representation does not positively or significantly influence the marketing performance of MSMEs in NTB Mall. This means that online indication applied by MSME actors is not believed to be able to improve marketing performance, so only a few MSME players continue to implement this strategy.

This study's H₃ states, "digital content marketing has a significant effect on marketing performance". Through hypothesis testing with PLS, a coefficient value of 0.243 with a p-value of 0.001, which is smaller than 0.05, was obtained. It can be concluded that digital content marketing significantly affects the marketing performance of MSMEs in NTB Mall, which means that it is by H₃ (therefore, H₃ is accepted).

This study's H₃ test proves that digital content marketing has a positive and significant effect on the marketing performance of MSMEs in NTB Mall. This means that the better the digital content marketing mix strategy implemented by MSME players, the more it will improve their marketing performance. Vice versa, if the digital content marketing strategy implemented by MSME players is wrong, the lower the marketing performance will be.

CONCLUSIONS

Online marketing mix has a positive and significant effect on marketing performance. This means marketing performance will improve if MSME players implement an excellent online marketing mix strategy. Some examples of online marketing mixes that MSME players apply are displaying various products. These price strategies are affordable but affordable, promoting through endorsers and collaborating with NTB Mall as their distribution channel.

Online representation has no significant influence on marketing performance. This means that efforts to change the online representation strat-

egy carried out by MSME players are not believed to be able to improve marketing performance. This can be caused by the perception of a good video or image between consumers and MSME actors are different. So what is considered a good video by MSME actors can be uninteresting or disturbing to consumers?

In addition, digital content marketing positively and significantly influences marketing performance. This means that the better the digital content marketing strategy implemented by MSME players, the more it will increase sales figures, the number of customers and the profits of MSMEs. The digital content marketing strategy that MSME players have implemented is to create content with helpful but concise information, using excellent and consistent language, and tailored to MSMEs' goals and target market.

This research is expected to provide various benefits and information for MSME actors to improve their marketing performance. The findings of this study can be used as a reference for MSME actors to take more appropriate considerations and steps in implementing online representation strategies so that they can be used to improve their marketing performance. MSME players are generally categorised as highly creative in the online marketing mix and digital content marketing. They can still be improved again by proactively looking for references regarding creating and providing digital content and determining effective pricing and promotion strategies.

This research was specifically conducted regarding the influence of online marketing mix, online representation, and digital content marketing from the perception of MSME actors only, and the sample was relatively small. Based on the limitations and findings in this study, subsequent researchers should use different sampling techniques so that the number of pieces is more numerous and more representative, describing a large population. In addition, researchers can then conduct research with the same or other variables from a consumer point of view, namely consumer perceptions of digital content marketing, online marketing mix, and online representation applied by MSME actors.

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