THE INFLUENCE OF MARKETING CAPABILITIES AND DIGITAL MARKETING ON THE MARKETING PERFORMANCE OF MSMEs FISH MILLING IN BENGKULU CITY

Pengaruh Kapabilitas Pemasaran dan *Digital Marketing* Terhadap Kinerja Pemasaran UMKM Penggilingan Ikan di Kota Bengkulu

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ABSTRACT

Bengkulu is a potential area in the capture marine fisheries business, the average yield of capture fisheries in Bengkulu City reaches 83338 tons. The potential for abundant results has a positive impact, namely many MSMEs have sprung up to utilize sea catches, one of which is a fish milling business in Bengkulu City. Changes in the business environment and technological developments, and technological developments require MSMEs to adopt digital technology and conduct digital marketing. By adopting digital technology, it is hoped that it will improve the marketing performance of fish milling MSMEs. This study aims to determine how marketing capabilities, digital marketing, and marketing performance and their effect on marketing performance. The data analysis method was carried out quantitatively and SEM PLS with 40 MSMEs as samples. The results showed that the marketing capabilities, digital marketing, and marketing performance of MSMEs were quite good. In addition, marketing capabilities and digital marketing have an effect on marketing performance.

Keywords: Digital Marketing, Marketing Capability, Marketing Performance, MSMEs

ABSTRAK

Bengkulu merupakan daerah potensial dalam usaha perikanan laut tangkap, rata-rata hasil perikanan tangkap di Kota Bengkulu mencapai 83338 ton. Potensi hasil yang melimpah tersebut memberikan dampak positif yakni banyak bermunculan UMKM untuk memanfaatkan hasil tangkapan laut, salah satunya usaha penggilingan ikan di Kota Bengkulu. Perubahan lingkungan usaha dan perkembangan teknologi, dan adanya perkembangan teknologi mengharuskan UMKM mengadopsi teknologi digital dan melakukan pemasaran secara digital. Dengan mengadopsi teknologi digital diharapkan akan meningkatkan kinerja pemasaran UMKM penggilingan ikan. Penelitian ini bertujuan untuk mengetahui bagaimana kapabilitas

pemasaran, *digital marketing*, dan kinerja pemasaran serta pengaruhnya terhadap kinerja pemasaran. Metode analisis data dilakukan secara kuantitatif dan SEM PLS dengan 40 UMKM sebagai sampel. Hasil penelitian menunjukkan bahwa kapabilitas pemasaran, *digital marketing,* dan kinerja pemasaran UMKM cukup baik. Selain itu, kapabilitas pemasaran dan *digital marketing* berpengaruh terhadap kinerja pemasaran.

Kata Kunci: *Digital Marketing*, Kapabilitas Pemasaran, Kinerja Pemasaran, UMKM

INTRODUCTION

Bengkulu is one of the cities with high culinary potential from processed fish, both from sea fishing and inland waters in the city of Bengkulu which reached 83838 tons (Central Statistics Agency, 2022) The high fishery yields have spurred a number of MSME owners to develop local potential into processed products with higher economic value (Gusriani *et al.,* 2024).

Processed products from marine fish are ground fish. Ground fish is the result of a type of marine fish processing by grinding parts of the fish body such as meat. Other parts that can be processed are the skin, head and bones, but the grade produced is different from ground fish meat. The results of processing ground fish can be used as the main ingredient for making empek-empek, crackers, fish balls to fish nuggets (Afisha *et al.,* 2024). For example, sea fish that are often used as the main ingredient in food products are mackerel and parang-parang fish. Not much different from other processed products, ground fish has a series of important processes and must be carried out with good production control in order to produce quality ground fish (Fajri & Dasir, 2017).

Technological advances now allow MSMEs to carry out digital marketing. Digital marketing is a marketing technique carried out by a business to market products by utilizing social media. The purpose of digital marketing is to reach a wider market (Rachmadi & Kom, 2020). Digital marketing in MSMEs is expected to produce a strong "brand" so that it can reduce costs that are often large compared to when an MSME carries out direct marketing. Digital marketing is very effective in improving the marketing performance of a business and has a positive relationship (Muwema & Phiri, 2020). The existence of digital technology is believed to be able to increase competition between businesses so that it can achieve the marketing goals of a company (Nuseir & El Refae, 2022). Conventional marketing techniques such as installing advertisements or buying directly from stores are rarely applied by MSME owners because they can incur quite large costs (Berg *et al.,* 2020).

Digital marketing has the potential to have a positive and significant impact on the marketing performance of a business. By utilizing existing marketing strategies, a business can improve its performance in the future. Marketing performance is an achievement achieved by a business. In a business, performance is also the results obtained and the implementation of marketing capabilities that have been carried out by all members of the company for a period (Haryani, 2015). A company will always apply effective marketing skills to improve the company's marketing performance. Marketing skills (marketing capabilities) are a company's efforts to carry out various marketing functions which are part of a process related to market and consumer needs.

Based on previous research, marketing skills and digital marketing have a significant influence on the marketing performance of MSMEs (Sudirjo *et al.,* 2023) However, research conducted by Hadiwidjojo (2012) shows that marketing skills are not effective enough to improve marketing strategies in improving the marketing performance of MSMEs. On the other hand, research conducted by Chusumastuti *et al.,* (2023) states that digital marketing has a positive and strong influence on marketing performance. Meanwhile, Fadhilah *et al.,* (2024) said that marketing capabilities can have an impact on marketing performance through

successful product development that can build a foundation to improve marketing performance, but not with digital marketing which has no influence on marketing performance.

This study was conducted to determine the extent of marketing capabilities and implementation of digital marketing, as well as the marketing performance of fish milling MSMEs in Bengkulu City, and whether marketing capabilities and digital marketing can affect the marketing performance of mackerel fish milling MSMEs in Bengkulu City.

METHODS

Location and Time of Research

The location of this research was chosen purposively in 40 mackerel fish milling MSMEs located in Bengkulu City. The selection of this location was based on the consideration that Bengkulu is one of the cities with high economic potential, especially in the marine fisheries sector. This research was conducted in December 2024-January 2025.

Population Determination and Sample Determination Method

The research sample was obtained through the census method, which is a sampling technique that involves all members of the population as respondents. This approach allows for the collection of comprehensive and relevant information for research purposes (Sugiyono, 2017).

Types and Methods of Data Collection

Data collection was carried out through interviews with owners of mackerel fish milling MSMEs in Bengkulu City. The research instrument was in the form of a questionnaire containing a number of questions measured using a Likert scale. This questionnaire was then used as a guide in interviews with 40 owners of fish milling MSMEs in Bengkulu City. This research is supported by two types of data, namely primary data and secondary data. After the data is obtained, the data will be tabulated and analyzed using a method to see whether or not there is an influence. For ordinal scale data, it will be transformed into interval scale data first using the MSI (Method of Successive Interval) method. The data is converted into an interval scale because it is necessary to see the difference between interval and ordinal data. In addition, MSI is also used to determine the scaling limits for each category so that the relative position limits of the variables can be seen for each category (Mawardi, 2019).

Analysis Method

The data analysis technique used in this study is quantitative descriptive and is supported by several types of testing. The method of categorization by determining the scale range is as follows:

Determination of the Scale Range of Marketing Capability, Digital Marketing, and Marketing Performance Variables (Taluke *et al.,* 2019):

$$R = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Classes}}$$

Where:
R = Scale range/interval
Highest value = 5
Lowest value = 1

$$\text{Scale range/interval} = \frac{5 - 1}{3}$$
$$= 1.33$$

This study also utilizes the Partial Least Square (PLS) methodology along with the Structural Equation Modeling (SEM) method. The purpose of the SEM-PLS test is to measure the extent to which a variable in this study can influence other variables (Ghozali, 2021).

Development of a Conceptual Model

The development of this conceptual model is carried out to explain the cause and effect between variables.
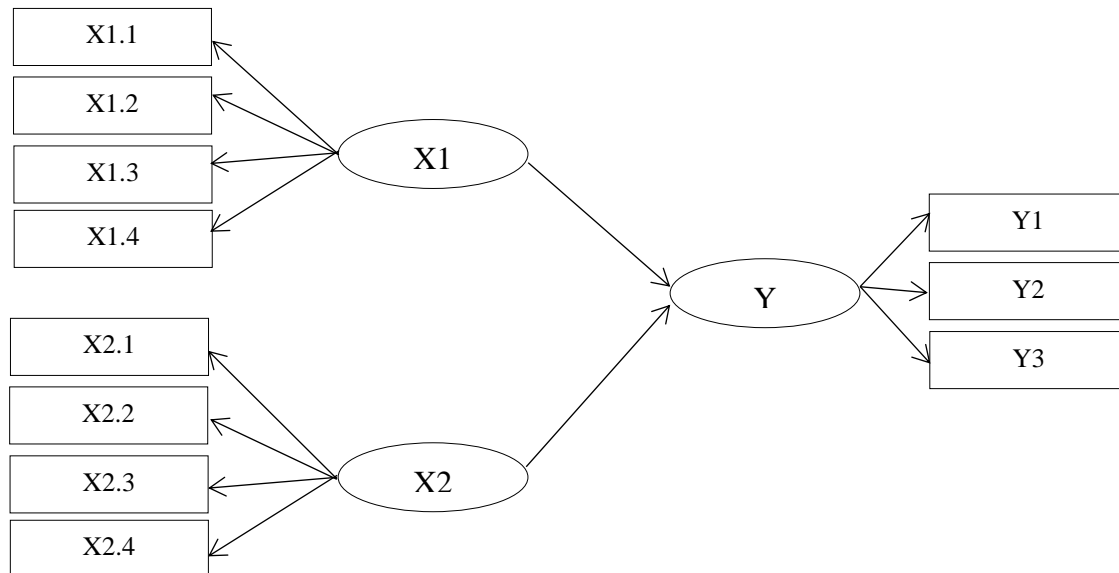

Figure 1. Hypothetical Modeling

Hypothesis Testing

To test the hypothesis, the t-table test and p-value are used. The t-table value used with a confidence level of 95% (α of 5%) The hypothesis of this study is:

H0 : It is suspected that there is no significant influence of the marketing capability variable (X1) and the digital marketing variable (X2) on the marketing performance of fish milling MSMEs in Bengkulu City

H1 : It is suspected that there is a significant influence of the marketing capability variable (X1) and the digital marketing variable (X2) on the marketing performance of fish milling MSMEs in Bengkulu City

RESULTS

Respondent Characteristics

According to the research results, the characteristics of respondents that will be discussed with 40 owners of fish milling UMKM are age, education, and production volume.

Age

Age can affect a person's way of thinking and a younger age will make a person accept the recommended innovation faster.

Table 1. Characteristics Based on Age

No	Age Group (Years)	Number of Respondents (People)	Percentage (%)	Average (Year)
1	25-40	7	17.5	
2	41-56	24	60	49.5
3	57-72	9	22.5	
	Total	40	100	

Source: Processed Primary Data (2025)

Based on table 1, from 40 fish milling MSMEs that were the research samples, it is known that the majority of MSME owners are over 40 years old, namely 24 people.

Education

The level of education of fish milling MSME owners in Bengkulu City varies, from elementary school to college. The level of education can also affect a person's way of thinking in understanding and making decisions.

Table 2. Characteristics Based on Length of Education

No	Length of Education (Years)	Number of Respondents (People)	Percentage (%)	Average (Year)
1	6	11	27.5	
2	9	6	15	
3	12	19	47.5	10.2
4	13-16	4	10	
	Total	40	100	

Source: Processed Primary Data (2025)

Based on table 2, it is explained that MSME owners with high school education are the largest number, which is 19 people with 47.5%.

Production

Production is a process in producing goods or increasing the utility value of goods. Production can also be interpreted as the process of obtaining goods or services by processing input factors which then produce output in the form of output that has value and is useful. Fish milling MSMEs in Bengkulu City certainly have different production amounts.

Table 3. Production Amount

No	Production Amount (Kg/month)	Number of Respondents (People)	Percentage (%)	Average (Kg/month)
1	35-2,356	37	92.5	
2	2,357-4,678	1	2.5	885.3
3	4,679-7,000	2	5	
	Total	40	100	

Source: Processed Primary Data (2025)

Based on table 3, it explains that the amount of production produced by respondents as MSME owners is different. The amount of production of 35-2,356 Kg/Month is 37 people, with an average of 885.3 kg/month. The number of respondents who produce 2,357-4,678 ground fish is 1 person, and the number of respondents who produce 4,679-7,000 Kg/Month is 2 people.

Descriptive Analysis

Descriptive analysis is a method used to provide an explanation of a study. Descriptive analysis is used to describe systematically and descriptively to determine the relationship between the facts studied (Sugiyono, 2017).

Table 4. Descriptive Analysis of Variable Dimensions

Variable	Dimensions	Average Interval	Information
Marketing Capabilities	Product Capabilities	2.835	Pretty Good

Variable	Dimensions	Average Interval	Information
	Pricing Capabilities	2.267	Not Good
	Distribution Capabilities	2.705	Pretty Good
	Promotion Capabilities	3.050	Pretty Good
Average		2.714	Pretty Good
Digital Marketing	Insentive Program	3.225	Pretty Good
	Design	3.107	Pretty Good
	Cost	3.338	Pretty Good
	Interactive	2.776	Pretty Good
Average		3.112	Pretty Good
Marketing Performance	Marketing Target	2.625	Pretty Good
	Customer Satisfaction	3.038	Pretty Good
	Innovation	2.853	Pretty Good
Average		2.839	Pretty Good

Source: Processed Primary Data (2025)

Marketing capability has dimensions including product capability, distribution capability, price capability, and promotion capability with an average value of 2.714. Digital marketing has dimensions including incentive program, design, cost, and interactive (Young Kim & Kim, 2004) with an average value of 3.112. Furthermore, marketing performance has dimensions including sales targets, customer satisfaction, and innovation with an average value of 2.839.

Simultaneous Significance Test on Marketing Performance
This test is conducted using t statistics and p values. The criteria for accepting the t statistical hypothesis are 1.96 at a 95% confidence level and a relevant p value.

Table 5. Hypothesis Test Output Results

Variable	Original Sample (O)	Sample Mean (M)	t-statistic	P *Values*	Information
Marketing Capability -> Marketing Performance	0.420	0.443	3.888	0	Accepted
Digital Marketing -> Marketing Performance	0.454	0.443	3.976	0	Accepted

Source: Processed Primary Data (2025)

After conducting the test, it was found that all variables had significant t-count values at $\alpha = 0.05$.

DISCUSSION

Respondent Characteristics
Age
The average age of fish milling MSME owners in Bengkulu City is 49.5 years. Productive age greatly influences a person in carrying out MSME marketing activities. A person's physical strength in carrying out activities is greatly influenced by age, a person who has passed the productive age will have reduced endurance, so that a person's productivity decreases and has an impact on a person's income and ability to run a business.

Education

The level of education has a major influence on a person's income. The higher the level of education achieved by a person, the greater the opportunities generated to run a business and earn a high income (Putri, 2013). The education factor is also the main factor that causes Human Resources to still be very low so that the level of knowledge and skills is also very low.

Production

The production of each MSME is different because consumer demand in each MSME is different so that this affects the amount of MSME ground fish production. The availability of raw materials and also the lack of labor in each MSME make the production of ground fish for each MSME different (Fitrianti *et al.,* 2021).

Descriptive Analysis

Descriptive analysis is a method used to provide an explanation of a study. Descriptive analysis is used to describe systematically and descriptively to determine the relationship between the facts studied (Sugiyono, 2017).

Product capability is categorized as quite good because MSMEs can maintain strong quality and resilience. Furthermore, distribution capability is categorized as not good, because the lack of orders fulfilled is caused by a lack of capital and limited reach, MSME owners can only reach the local market so that this has an impact on unfulfilled orders, and MSMEs are less responsive to consumer complaints due to the lack of manpower in processing MSMEs. Furthermore, pricing capability is categorized as quite good because MSMEs are able to set prices according to market trends and prices according to the quality offered so as to provide added value. The next dimension is promotional capability which is categorized as quite good because fish grinding MSMEs are able to promote to increase sales and to attract consumers.

Incentive programs are categorized as quite good, because MSME actors are able to promote attractively and always promote through social media. Findings from Naninsih et al., (2022) indicate that on the one hand, digital marketing makes it easier for producers to provide goods needed by consumers, but on the other hand, consumers feel less secure when having to shop digitally or online because of the lack of price transparency provided by producers to consumers. The next dimension is design, MSME actors are able to display attractive designs so that they can provide added value to consumers. Cost can provide benefits for MSMEs because it can reduce the capital spent by MSMEs in carrying out direct promotions. The next dimension is interactive, MSME actors are able to respond to questions asked by consumers so that consumers can provide feedback on quality.

The dimensions of each indicator are categorized as quite good, one of which is the sales target dimension which consists of indicators that MSMEs are able to complete sales targets and orders increase. Furthermore, the customer satisfaction dimension is categorized as quite good, customers are satisfied with marketing, customers are always satisfied with the products offered, and customers are satisfied because of the promos offered. Innovation is categorized as quite good because fish grinding MSMEs always innovate in improving products and this has a positive impact on profits.

Validity Test

The outer loading value in each model in this study is > 0.5 so that the indicators in this study are considered valid. The average value of each dimension in the study is 0.861, which indicates that the construct is considered reliable. The AVE value in this model has also met the expected criteria, which is > 0.5 with an average value of each variable of 0.738.

Reliability Test

The value of the reliability test for each variable is > 0.70 so that it can be concluded that all statement items in each variable are reliable. The Cronbach's alpha value for each variable shows a value of 0.858, while the composite reliability value shows a value of 0.909.

R^2 Value

The R^2 value in the numerical model is 0.541, indicating that marketing and digital marketing capabilities have an effect on marketing performance by 54.1%. The remaining 45.9% can be influenced by variables that are not in the model. The R^2 value that has exceeded 0.33 can be concluded that this research model is quite strong.

Goodness of Fit Model

The GoF value is between 0-1 with an explanation, namely small (0.1), moderate (0.25), and large (0.36) (Yamin, 2022). The GoF value in this research model is 0.524, which shows that the model used is feasible and meets the criteria.

Simultaneous Significance Test on Marketing Performance

The variable (X1) marketing capability has a t-statistic value of 3.888 and a p value of 0. This value is greater than the t value of 1.96 and less than p which is below 0.05. It can be concluded that the variable (X1) marketing capability has a significant effect on the marketing performance of fish milling MSMEs in Bengkulu City.

Variable (X2) digital marketing shows a t-statistic value of 3.976 and p values of 0. This shows that the value is greater than t, which is 1.96 and less than the p value, which is below 0.05. This value is greater than the t value, which is 1.96 and less than p, which is below 0.05. It can be concluded that Variable (X2) digital marketing has a significant effect on the marketing performance of fish milling MSMEs in Bengkulu City.

Partial Test

Partial tests on exogenous variables are carried out to see whether each variable can have an effect or not on marketing performance:

The Influence of Marketing Capability on Marketing Performance

The influence test carried out in Table 5 shows that marketing capability has a significant effect on marketing performance. This can be seen through the results of the t-statistic and p-value. The t-statistic value for this variable is 3.888 with a p-value of 0. These results indicate that marketing capability has a significant effect on marketing performance and has a positive effect on marketing performance. So the decision that can be taken is H0 is rejected and H1 is accepted, where the marketing capability variable partially has a real effect on marketing performance for mackerel fish grinding MSMEs in Bengkulu City. This means that marketing capability can be a contribution in carrying out skills in carrying out marketing performance.

This is also related to if marketing capability increases, one of which is through successful product development, the company builds a solid foundation for their marketing success. With attractive and innovative products, companies create unmatched appeal to customers, strengthening their brand image in the market. This finding strengthens the research of Sultoni *et al.,* (2022) which indicates that there is a significant influence between the marketing capability variable on the marketing performance of MSMEs. In addition, this finding is in line with research by Munafitri (2020) which indicates that marketing capabilities can act as one of the supporters in the field of resources, so that if it is developed it can improve marketing performance and realize the goal of improving the marketing of an MSME.

The Influence of Digital Marketing on Marketing Performance

Digital marketing has been shown to have a significant influence on marketing performance. This can be seen through the results of the t-statistics and p-values. The t-statistic value on this variable. The t-statistic value for this variable is 3.976 and the p-value is 0. These results indicate that the digital marketing variable has a significant effect on marketing performance and has a positive effect on marketing performance. So the decision that can be taken is H0 is rejected and H1 is accepted, where the digital marketing variable partially has a real influence on marketing performance for mackerel fish grinding MSMEs in Bengkulu City. The results show that marketing carried out digitally is more prospective because consumers can get the information they want. In addition, digital marketing can reach more consumers and reduce promotion costs.

This study is also relevant to the findings by Alyahya (2022) and Gunawan & Sulaeman (2020) which revealed that digital marketing has a significant influence on marketing performance. Meanwhile, other studies conclude that digital marketing can provide benefits and improve the marketing performance of a business (Muwema & Phiri, 2020). Digital marketing can also reach more consumers using various existing channels (Bader *et al.,* 2022).

Other research conducted by Purwanti *et al.,* (2022) indicates that digital marketing does not always have an impact on the marketing performance of an MSME. Digital marketing has a significant impact on marketing performance. The existence of digital marketing can also help a business's sales and also build a brand. Even so, factors such as the type of business, characteristics of target consumers, and the competitive situation in the market greatly affect the effectiveness of a business's digital marketing. Therefore, a business needs to carefully design digital marketing and monitor the results regularly to ensure that the desired marketing goals are achieved.

CONCLUSION

The conclusions obtained from this study are as follows: Marketing capabilities, digital marketing, and marketing performance of fish milling MSMEs in Bengkulu City are said to have quite good values. Marketing capabilities have a significant effect on the marketing performance of fish milling MSMEs in Bengkulu City, both partially and simultaneously. Digital marketing has a significant effect on the marketing performance of fish milling MSMEs in Bengkulu City, both partially and simultaneously.

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