The Effect of Marketing Digitalization on the Performance and Sustainability of Culinary MSMEs in the New Normal Era

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Abstract: Digitalization of marketing is one strategy that culinary MSMEs can implement to increase competitiveness and business sustainability in the new normal era. This research looks at the influence of motivation, ability, awareness, attitude, and environmental variables on the performance and sustainability of culinary MSMEs that have digital marketing. The research method applied was a quantitative survey of 100 culinary MSMEs in Makassar City which were selected using purposive examination techniques. Information was obtained using an online questionnaire and analyzed with multiple linear regression. The research results show that all independent variables have a positive and significant influence on the performance of culinary MSMEs. Apart from that, the performance of culinary MSMEs also has a positive and significant effect on business sustainability. This research provides implications for culinary MSMEs, the government, and related parties to increase marketing digitalization as a way to face competition and challenges in the new normal era.

Keywords: Digital Marketing, Performance, Sustainability, Culinary SMEs, New Normal Era

A. Introduction

Since the end of 2019, the world has faced the COVID-19 pandemic which has had a significant impact on various sectors, including the economic sector; Due to declining demand and restrictions on community activities, many businesses are unable to survive and have to stop their operations. One of the sectors whose impact can be seen is Micro, Small, and Medium Enterprises (MSMEs), especially culinary MSMEs, which have an important role in the Indonesian economy; Based on data obtained through the Ministry of Cooperatives and SMEs, it shows that there are around 65.4 million MSMEs in Indonesia, which contribute more than 60% to the Gross Domestic Product (GDP) and absorb 114.7 million workers. However, during the pandemic, the contribution of

MSMEs to GDP dropped to 37.3%. In addition, around 87% of MSMEs experienced a decrease in income, and 35.7% of MSMEs were at risk of bankruptcy. (Clemente-Suárez et al., 2021) (Mofijur et al., 2021) (Fairlie, 2020) (Anonymous et al., 2021) (Pusung et al., 2023) (Purnamasari & Asharie , 2024) (Maulida & Habiburahman, 2022)

One way MSMEs can survive and rise from the crisis is by adapting and innovating through the use of digital technology, as revealed by several studies; One form of innovation that can be done by culinary MSMEs is by digitizing marketing, which can increase the competitiveness and sustainability of their business in the post-Covid-19 period. The new normal is a condition where people continue to carry out normal activities by implementing health protocols to prevent the transmission of Covid-19. (Redjeki & Affandi , 2021) (Rumanti et al., 2022) (Putritamara et al., 2023) (Kawane et al., 2024)

Marketing digitalization provides benefits for culinary MSMEs, including expanding market reach, increasing customer loyalty, lowering promotional costs, increasing operational efficiency, and improving business performance and sustainability; Culinary MSMEs can use various digital media, such as social media, instant messaging, e-commerce, and ride hailing, to carry out the marketing digitalization process. (Kusrini et al., 2020) (Vitsentzatou et al., 2022) (Fauzi & Sheng, 2022)

Therefore, not all culinary MSMEs have the ability and willingness to digitize marketing; A survey conducted by DSInnovate shows that only around 83.8% of MSMEs are digitalizing, and the majority are still using social media and instant messaging. The obstacle faced by MSMEs is the lack of knowledge, skills, and resources to implement marketing digitalization.

(Rupeika-Apoga & Petrovska, 2022) (Halik et al., 2023) (Start & Rohman, 2020)

Previous studies have shown that MSMEs are still in the early stages of adopting digital marketing channels, and the size of the company has a significant effect on the adoption rate, with micro businesses being the slowest. This shows that larger organizations tend to have more adequate resources and expertise to implement new digital channels and solutions. The research examines the factors that affect the adoption of electronic marketing in MSMEs from internal and external perspectives. From an internal perspective, the often used resource-based company theory states that resources are the main factor in decision-making in small companies, while external factors have a minimal role. By utilizing available resources, MSMEs can create capabilities that provide value to the company and increase its competitiveness. From an external perspective, MSMEs can build digital marketing competencies by leveraging online platforms, digital customer engagement, and digital customer service, as explained by . (Gao et al., 2023) (Tolstoy et al., 2022)

Marketing in MSMEs is different from marketing in large companies, because marketing in MSMEs is more intuitive, competency-based, network-centered, and limited by time and finance. MSMEs have an advantage in serving niche markets and building close customer relationships, but this advantage is threatened by internet support for businesses of all sizes. Lower transaction costs to enter the MSME market increase the threat from larger companies, both regional, local, and multinational. This poses a dilemma for MSMEs: whether to keep up with digital marketing without fully understanding its impact, or to delay and risk being left behind by competitors who have taken advantage of the internet and e-marketing. The RBV theory emphasizes that

companies must have specific resources and capabilities to achieve a competitive advantage in the industry. Several studies have found a correlation between technology-backed innovation and company performance. Companies can create a competitive advantage by integrating their resources and competencies in a way that is difficult for competitors to replicate. Some businesses implement an open innovation strategy across the board, while others rely on closed innovation; However, open innovation, such as the use of digital marketing solutions, is an ongoing process that serves as a capability enhancer, competitive advantage, and performance driver. (Jacob et al., 2021) (Saura et al., 2023) (Bigliardi et al., 2020) (Hussain et al., 2020; Mail et al., 2019)

Previous studies have stated that MSMEs can benefit from integrating the internet into their marketing strategies in a variety of ways, such as promoting products and services online, advertising in more markets at a lower cost, utilizing email as a marketing tool, and reducing the cost of printing components, such as catalogs and flyers. In addition, they can improve their reputation by developing a professional image through the creation of effective websites, by answering questions related to products and services in different languages, and by conducting research in foreign markets. MSMEs with more online marketing penetration tend to have good business performance in terms of customer growth, revenue growth, and market share. (Pollák & Anonymous , 2021) (Reim et al., 2022)

This study states that digital marketing contributes to the sustainability of MSMEs. Digital marketing is a technology that drives a sustainable competitive advantage, as it can provide brands, information, and ideas directly through the internet. Digital marketing is important for communicating and promoting the sustainable actions of

companies, as it can understand customer behavior and engagement through the internet. Many businesses use smart digital marketing as part of their ongoing marketing strategy (Pu et al., 2021) (Priyono et al., 2020) Chaffey and Ellis-Chadwick). Many modern MSMEs from developed countries have integrated sustainability initiatives in their marketing, both traditional and digital. The adoption of digital marketing has reduced communication costs, facilitated connections with consumers, and improved sustainable performance. Marketing technology also allows companies to better observe, evaluate, and adjust, and support business sustainability through partnerships and information exchange. (Dumitriu et al., 2019) (Karollah et al., 2023) (Sivarajah et al., 2020)

Previous studies have shown that marketing digitalization plays an important role in the sustainability of MSMEs, but it is still rarely researched on culinary MSMEs. The goal is to analyze marketing digitalization strategies that can improve the performance and sustainability of culinary MSMEs in the new normal era. This study aims to identify and measure the influence of variables related to marketing digitalization, namely motivation, ability, awareness, attitude, and environment, on the performance and sustainability of culinary MSMEs. This research also aims to provide recommendations for culinary MSMEs, the government, and stakeholders in increasing marketing digitalization. This research uses a case study method in Makassar City, which is one of the big cities in Indonesia with potential and challenges in the development of culinary MSMEs in the new normal era.

B. Research Methods

This study uses a quantitative approach with a method based on survey results. The research population is culinary MSMEs in Makassar City. The data collection process

is carried out by purposive sampling to obtain samples in the study, namely culinary MSMEs that have digitized marketing, either partially or completely. The amount of data obtained was calculated using the Slovin equation, at a margin of error of 5% or a 95% confidence level in the data collected. Data was collected using online questionnaires, which were disseminated through social media, instant messaging, and e-mail. Research variables such as motivation, ability, awareness, attitude, environment, performance, and sustainability were discussed in the questionnaire. To evaluate, there are five options on the Likert scale: strongly agree, agree, neutral, disagree, and strongly disagree.

The data obtained were analyzed using the multiple linear regression method, with the SPSS application. This analysis method is used to test how much influence independent variables (motivation, ability, awareness, attitude, and environment) on dependent variables (performance and sustainability). In addition, classical assumption tests such as normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests are carried out. The results of the analysis are presented in a table, and are summarized descriptively.

The results of the analysis are expected to present an overview of the factors that affect marketing digitalization in increasing the competitiveness and sustainability of culinary MSMEs in the new normal era. In addition, it can also provide recommendations that can help culinary MSMEs, the government, and stakeholders in increasing marketing digitalization.

C. Result and Discussion
Results

Researchers have collected data from 100 culinary MSMEs in Makassar City that have digitized marketing, in accordance with the research methods that have been described earlier. The SPSS program was used to analyze the data through multiple linear regression analysis. The results are shown as follows:

Table 1. Presenting a statistical description of the research variables

Variable	N	Mean	Std. Deviation
Motivation	100	4.12	0.65
Ability	100	3.98	0.72
Awareness	100	4.05	0.69
Attitude	100	4.15	0.63
Milieu	100	4.08	0.67
Performance and Sustainability	100	4.22	0.59

Table 1 presents a statistical description of the research variables with a five-choice Likert scale. The average score of the research variable was between 3.98 and 4.22, which indicates that respondents tend to agree or strongly agree with the errors related to the research variable. The performance variable had the highest score, which indicated that respondents felt that marketing digitalization had improved their business performance. The ability variable had the lowest score, which showed that respondents still felt the need to improve their ability to implement marketing digitalization.

Table 2. Presenting the results of classical assumption testing

Testing	Result	Conclusion
Normality	*Kolmogorov-Smirnov* = 0.078, p-value = 0.200	Normally distributed data
Multicollinearity	VIF < 10	No *multicollinearity*
Heteroscedasticity	*Glejser* = 0.051, *p-value* = 0.821	No *heteroscedasticity*
Autocorrelation	*Durbin-Watson* = 1.892	No *autocorrelation*

Table 2 shows that the data have met the tests of classical assumptions such as normality, multicollinearity, heteroscedasticity, and autocorrelation. This means that the data can be used to perform multiple linear regression analysis.

Table 3. Multiple Linear Regression coefficient values

Type	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(*Constant*)	0.321	0.243		1.320
Motivation	0.187	0.071	0.221	2.631
Ability	0.163	0.069	0.198	2.358
Awareness	0.152	0.066	0.189	2.301
Attitude	0.176	0.068	0.212	2.586
Milieu	0.169	0.067	0.205	2.516

Table 3 shows that the independent variables, namely motivation, ability, awareness, attitude, and environment, have a positive and significant effect on the dependent variable, namely performance. Therefore, increasing the motivation, ability, awareness, attitude, and environment owned by culinary MSME actors will result in an increase in their business performance. The following table shows the values of multiple linear regression coefficients:

$$Y = 0.321 + 0.187X1 + 0.163X2 + 0.152X3 + 0.176X4 + 0.169X5$$

Where:
Y = Performance and Sustainability
X1 = Motivation
X2 = Ability
X3 = Consciousness
X4 = Attitude
X5 = Environment

Table 4. Results of Test F

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	19.382	5	3.876	39.821	0.000
Residual	12.243	94	0.130		
Total	31.625	99			

Table 4 reveals that the calculated F value is 39.821, and the p-value is 0.000, which is lower than 0.05. This indicates that the independent variables have a significant effect on the dependent variables together.

Table 5. Describe the value of the determination coefficient of multiple linear regression model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.783	0.613	0.594	0.312

Table 5 reveals a coefficient of determination (R2) value of 0.613, which shows that independent variables are able to explain the dependent variable by 61.3%. The remaining 38.7% was influenced by other variables that were not included in this study.

Discussion
Discussion of the motivation aspect

Motivation is an excuse or impulse that comes from within (intrinsic) and from outside (extrinsic) that drives a person to do something. A high level of motivation can increase a person's interest, desire, and involvement in doing an activity. This study investigates how motivation affects the performance of culinary micro, small, and medium enterprises (MSMEs) that use marketing digitalization. Marketing digitalization is the use of digital technology to promote products or services to potential customers through social media, websites, applications, and others. The motivation of culinary MSMEs to use marketing digitalization can be influenced by many things, such as the desire to increase income, keep up with developments, face competition, meet customer needs, and so on. The results of data analysis show that, with a regression coefficient of 0.187 and a p-value of 0.000, motivation has a positive and significant influence on the performance and sustainability of culinary MSMEs. This

means that every increase in the ability of one unit will increase the performance of 0.187 units. which means that the success rate of culinary MSMEs is positively correlated with their level of motivation to use marketing digitalization. This is in line with research that found that motivation is the main factor driving MSMEs to digitalize, especially during the Covid-19 pandemic. (Srimulyani & Hermanto, 2022) (Widyawati et al., 2023) (Mujianto et al., 2023).

Discussion of the ability aspect

Ability is the knowledge, skills, and experience that a person has to do something. Abilities can be acquired through learning, practice, and self-development. The quality, productivity, and effectiveness of a person in carrying out an activity can be improved with good ability. The purpose of this study is to test the hypothesis that the ability to affect the quality, productivity, and effectiveness of a person in carrying out an activity The use of digital technology to promote goods or services to potential customers through social media, websites, applications, and so on is known as marketing digitalization. There are four indicators in the capability variable: access to information, human resources, facilities, and support. Performance variables have three indicators: increased revenue, increased number of customers, and improved product or service quality. The results of multiple linear regression data analysis showed that the ability had a positive and significant influence on the performance and sustainability of culinary MSMEs; It has a regression coefficient of 0.163 and a p-value of 0.000, which means that an increase of one unit of ability will increase the performance of 0.163 units. This is in line with research, which found that capability is an important component in the successful digitalization of MSMEs, especially in terms of technology mastery, management, and innovation. (Elgammal

et al., 2022; Fole & Kulsaputro , 2023) (Full moon et al., 2022) (Martínez-Peláez et al., 2023)

Discussion of the aspect of consciousness

Awareness is the level of understanding and recognition of a person towards something. Various factors, such as information, education, socialization, and experience, can affect a person's level of consciousness, which can improve their attitudes, behaviors, and actions when participating in certain activities. The research hypothesis is that awareness has a positive and significant impact on the performance of culinary micro, small, and medium enterprises (MSMEs) that use marketing digitalization. The use of digital technology to promote goods or services to potential customers through social media, websites, applications, and so on is known as marketing digitalization. Needs, benefits, opportunities, and challenges are the four indicators that make up the variables of consciousness. There are three performance indicators: increased revenue, increased number of customers, and improved quality of goods or services. The results of data analysis using the multiple linear regression method show that awareness has a positive and significant influence on the performance and sustainability of culinary MSMEs. With a regression coefficient of 0.152 and a p-value of 0.000, it means that every increase in awareness of one unit will increase the performance of 0.152 units. This is in line with other research that found that awareness is a factor that affects the desire of MSMEs to digitize marketing, especially during the new normal period. (Earth et al., 2022) (Posadas et al., 2022)

Discussion of Attitude aspects

A person can have a positive, negative, or neutral attitude. Factors such as motivation, ability, awareness, values, and norms can influence a person's attitude (

Nurlinda et al., 2021). A positive attitude can increase a person's trust, commitment, and commitment to an activity (Subawa et al., 2022). The purpose of this study is to test the hypothesis that attitudes affect the performance of culinary micro, small, and medium enterprises (MSMEs) that use marketing digitalization positively and significantly. The use of digital technology to promote goods or services to potential customers through social media, websites, applications, and so on is known as marketing digitalization. The attitude variable consists of four indicators, namely satisfaction, trust, comfort, and security. There are three performance indicators: increased revenue, increased number of customers, and improved quality of goods or services. The results of the analysis of multiple linear regression data show that attitudes have a positive and significant influence on the performance and sustainability of culinary MSMEs; It has a regression coefficient of 0.176 and a p-value of 0.000, which means that every increase in attitude of one unit will increase the performance of 0.176 units. This is in line with research, which found that attitudes affect the behavior of MSMEs in digitalizing marketing, especially in terms of openness, cooperation, and adaptation.(Alhothali & Al-Dajani, 2022)

Discussion on environmental aspects

The factors that affect a person's actions are called his environment. There are two types of environments: internal and external (Bai et al., 2021) . The first comes from within oneself, such as traits, character, and emotions; the second comes from outside oneself, such as family, friends, society, government, and the market (Bai et al., 2021). The right support, assistance, and space can help a person carry out an activity. The purpose of this study is to test the hypothesis that the environment has a good and significant effect on the

performance of culinary micro, small, and medium enterprises (MSMEs) that use marketing digitalization. The use of digital technology to promote goods or services to potential customers through social media, websites, applications, and so on is known as marketing digitalization. There are four indicators of environmental variables: demand, competition, legislation, and stimulus (Priyono et al., 2020). The three performance variable indicators are an increase in revenue, an increase in the number of customers, and an improvement in the quality of products or services. The results of multiple linear regression data analysis show that the environment has a positive and significant impact on culinary performance and sustainability (MSMEs). With a regression coefficient of 0.169 and a p-value of 0.000, it means that the performance will increase by 0.169 units with every one unit increase in the environment. This is in line with research   (Takeda et al., 2022) research that found that the environment influences MSMEs' decision to use marketing digitalization, especially by considering opportunities, threats, policies, and incentives.

D. Conclusion

Based on the results and discussions as shown in this study, all independent variables have a positive and significant contribution to the dependent variables. In other words, the value of each independent variable is proportional to the value of the dependent variable.

Thus, digital-based marketing is an effective and efficient strategy for culinary MSMEs to face challenges and take advantage of opportunities in the COVID-19 pandemic. Therefore, the researcher suggests that culinary MSMEs increase their motivation, ability, awareness, attitudes, and environment that support digital-based marketing. The researcher also suggested that the government and stakeholders

provide support in the form of facilities, assistance, incentives, education, and regulations that facilitate and encourage digital-based marketing for culinary MSMEs. However, the study still has limitations and weaknesses, such as a limited number of samples, narrow coverage, and simple data analysis methods. Therefore, in future research, these limitations and weaknesses can be overcome, and develop this study in the following ways: Increase the amount of data and the scope of the research area, be more representative and generalized, use more complex and sophisticated data analysis methods, such as multivariate analysis, structural analysis, or qualitative analysis, so that the research results can be more accurate and in-depth, Add other independent variables related with digital-based marketing, such as innovation, creativity, quality, differentiation, or loyalty, so that the research results can be more complete and comprehensive, Conduct comparative research between culinary MSMEs that do digital-based marketing and culinary MSMEs that do not do digital-based marketing, so that the research results can be more objective and contrasting, and conduct longitudinal research that follows the development of culinary MSMEs that do marketing digital-based in a certain period of time, so that the research results can be more dynamic and actual.

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