

Analysis of E-Marketing Strategy and Business Innovation in Optimizing Improvement of Service Quality and Its Effect on MSME Income

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Abstract

An e-marketing strategy is a series of actions taken by a company to promote and market its products or services through online platforms. This involves the use of the internet, such as websites, social media, email, and online advertising. Meanwhile, business innovation is the development and implementation of new ideas, products, processes, or business models that can produce added value for the company. Business innovation is important to face increasingly fierce competition and rapid changes in today's business world. The combination of an effective e-marketing strategy with continuous business innovation efforts can help companies achieve long-term growth and success. Based on the partial test, it shows that e-marketing directly influences income. This is because it has a sig value of 0.044 or <0.05. Increasing e-marketing will increase revenue by 12.90%, and business innovation directly affects revenue. This is because it has a sig value of 0.007 or <0.05. Increasing business innovation will increase income by 10.90%. Service quality directly affects income. This is because it has a sig value of 0.000 or <0.05, which indicates that improving service quality will increase income by 30.60%. Meanwhile, based on the results of the correlation analysis, it show that there is a correlation between income and e-marketing of 0.768, while the relationship between income and business innovation is 0.740, and the relationship between income and service quality is 0.812. Analysis using the Microsoft Office Excell program and the SPSS (Statistical Product and Service Solutions) program package version 25.00. The relationship between e-marketing and business innovation has a positive influence on the quality of MSME revenue services. E-marketing, which includes the use of online platforms and digital strategies, provides opportunities for MSMEs to increase their visibility and customer reach. By using digital technology, MSMEs can run effective marketing campaigns, increase their brand exposure, and reach a wider target market. This can generate higher income for MSMEs.

Keywords: E-Marketing, Business Innovation, Service Quality, Revenue



1. Introduction

Increasingly tight business competition requires companies to carry out business strategies appropriately to face an increasingly competitive business environment, this is characterized by a continuous innovation process and changes in consumer tastes which tend to always change[1]. To win this competition, of course, companies must have a competitive advantage. Business strategy involves identifying the steps a company needs to take to gain a competitive advantage, win market share, and achieve sustainable growth[2]. To win business competition, companies strive to create products or services that are unique or of higher quality than their competitors. This will differentiate the company from competitors and provide added value for customers[3]. Marketing is "the process by which businesses create value for customers and build strong relationships with them to capture value from them[4]. Products will be easy to sell if marketers understand customer needs, develop products that provide superior value to customers, set prices, distribute and promote these products effectively." Through an E marketing strategy, MSMEs can increase the visibility of their business[5]. Consumers can easily search for product and service information and carry out transactions online by utilizing social media[6]. MSMEs can interact directly with customers, answer questions, provide the latest information, and receive direct feedback. This can increase customer satisfaction and strengthen business relationships[7].

The Ministry of Cooperatives and SMEs recorded that the number of micro, small, and medium enterprises (MSMEs) reached 65.47 million units in 2020. This number reached 99.99% of the total businesses in Indonesia. Meanwhile, large-scale businesses only numbered 5,637 units or the equivalent of 0.01%. In detail, as many as 64.6 million units are micro businesses. This number is equivalent to 98.67% of the total MSMEs throughout Indonesia. A total of 798,679 units are small businesses. The proportion reaches 1.22% of the total MSMEs in the country. Meanwhile, medium businesses only had 65,465 units. This number accounts for 0.1% of the total MSMEs in Indonesia. (Indonesian data 2022)

Business competition requires business owners to always have a strategy so that the business can survive and continue to grow in that situation. This level of competition forces every business to come up with a variety of different innovative ideas to beat the competition, especially for businesses operating in the same industry[8]. Some of the problems faced by MSMEs by having limited human, financial, and technological resources. This can limit their ability to conduct comprehensive e-marketing strategy analysis and execute effective business innovations. Along with the development of digital technology, competition in the online world is getting tighter[9]. MSMEs must compete with larger, more established competitors who already have an edge in experience, resources, and brand reputation[10]. Consumer behavior is constantly changing along with technological developments and changing trends. MSMEs need to be able to understand and adapt to these changes to provide services that suit consumer preferences and needs[11]. In today's digital era, online marketing or e-marketing is one of the most effective strategies to promote products or services. The development of technology as well as internet accessibility has provided great opportunities for Micro, Small, and Medium Enterprises (MSMEs) to increase the visibility and reach of their business[12].

The security and privacy of customer data is critical. MSMEs must be able to ensure that their customer's data is securely protected and not misused. Build trust and good relationships with customers through quality service. MSMEs must be able to identify and meet customer needs effectively, and respond quickly and satisfactorily to customer feedback[13]. Through data analysis tools, MSMEs can understand customer preferences and needs more deeply[14]. This allows MSMEs to provide more personalized and relevant services, thereby

increasing customer satisfaction. Improving service quality will ultimately have a positive impact on MSME income. By implementing the right e-marketing strategy and business innovation, MSMEs can attract more customers, increase customer loyalty, and increase the number of sales. In addition, by utilizing technology, MSMEs can improve operational efficiency and reduce promotional costs, thereby increasing profitability[15].

Business strategy must be supported by in-depth market analysis, a solid understanding of customer needs, and an accurate assessment of the competition. Companies must also consider industry trends, technological changes, and economic factors that can affect the success of their business strategies[16]. Analysis of e-marketing strategies and business innovation is very important for MSMEs to expand market share, increase competitiveness, and adapt to evolving business trends. Therefore, MSMEs need to understand the importance of implementing e-marketing strategies and business innovation and utilizing existing technology to optimize service quality improvement and its impact on revenue[17].

Intense competition means companies must continue to innovate to win the competition and increase revenue. These challenges can affect the effectiveness of their efforts in optimizing customer service[18]. Implementing e-marketing and business innovation often requires high investment, such as website building, application development, or system integration. This can be an obstacle for companies that have a limited budget so they need sufficient capital to increase business innovation[19]. Companies need to have a deep understanding of their market and target consumers. This lack of understanding can hinder their efforts to optimize customer service through e-marketing and business innovation.

Measuring the results of e-marketing efforts and business innovation is not easy. Companies need to carry out effective measurement methods to start successfully developing this strategy to increase revenue[20]. E-Marketing and business innovation are needed to optimize customer service because they can have a positive effect on MSME income[21]. In the digital era, many consumers use internet technology and smartphones to search for the products or services they need. By using e-marketing, MSMEs can utilize digital platforms to target consumers who are relevant to the products or services they offer. In this way, MSMEs can reach target consumers more effectively, thereby increasing sales and income opportunities[22].

Through e-marketing, MSMEs can increase the visibility of their products or services on online platforms. By utilizing SEO strategies, content marketing, or the use of social media, MSMEs can expand their brand reach and increase consumer awareness of the products or services they offer[23]. This will help MSMEs build and strengthen brand awareness, which in turn can have an impact on revenue growth. Business innovation in terms of technology and product or service delivery methods can help MSMEs improve the consumer experience. For example, by utilizing online payment systems or faster product delivery, MSMEs can provide better service to consumers. A good consumer experience will increase consumer loyalty and have the potential to expand the customer base, which will ultimately increase MSME revenues[24].

In the digital era, with advances in technology and changes in consumer behavior, there are new market opportunities that MSMEs can take advantage of. Through e-Marketing studies, MSMEs can learn new trends and consumer behavior patterns, so they can identify untapped market opportunities. By carrying out business innovations and providing new solutions or products that suit consumer needs, MSMEs can expand their market share and increase their income.

2. Research Method

The research method used in this study is a survey method, by collecting data from MSME business people through questionnaires related to the use of e-marketing and business innovation in improving the quality of MSME services and income. The data collected in this study consisted of primary data and secondary data[25]. Primary data were obtained through direct interviews with respondents (batik industry entrepreneurs) using a questionnaire and field observations. Secondary data is obtained from references, such as books, journals, data from the Central Statistics Agency, and related agencies. This research is to obtain the data and information needed to analyze and understand the factors that can influence MSME income[26].

In e-marketing research, surveys are used to measure the effectiveness of online marketing strategies and understand consumer preferences and behavior toward products or services offered by MSMEs. By using survey methods, researchers can collect data about consumer preferences for selecting online products or services, levels of consumer satisfaction, and other factors that influence consumer purchasing decisions online. On the other hand, surveys are also important in research on business innovation[27]. Through surveys, researchers can collect data about innovation efforts undertaken by MSMEs, such as new product development, implementation of new technology, or changes in business strategy. Surveys can also be used to measure the level of innovation adoption by MSMEs and identify factors that influence the innovation process[28].

Service quality is also an important factor that can influence MSME income. Surveys can be used to measure and analyze consumer perceptions of the quality of services provided by MSMEs. By obtaining data from surveys, researchers can determine the level of consumer satisfaction with MSME services, identify deficiencies in the services provided, and develop strategies to improve service quality to increase MSME income.

2.1 Cost Management

Used to forecast (predict) the dependent variable (Y) if the independent variable (X) is known. Multiple linear regression analysis is used to analyze the dependence of variable (Y) on several independent variables (X) or to find out how much influence some independent variable X has on the dependent variable Y. The equation of the Multiple Linear Regression Analysis Method is as follows:

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

$$\hat{Y} = \text{Revenue}$$

b_0 = Constant Number (intercept)

$b_{1,2,3}$ = Regression coefficient (estimator) measures the magnitude of influence X against Y, if X rises by one unit

X_1 = E-Marketing

X_2 = Business Innovation

X_3 = Quality of Service

The calculation of the simple correlation coefficient (Product Moment correlation) is as follows (Sugiyono, 2005, p. 182):

$$r_{xy} = \frac{xy}{(x^2)(y^2)}$$

Where:

r = Product Moment Correlation

x = Free Variable

y = Bound Variable

The calculation of the multiple correlation coefficient is as follows (Sugiyono, 2005, p. 190):

$$R_{y.x_1x_2} = \frac{r_{2yx_1} + r_{2yx_2} - 2r_{yx_1} r_{yx_2} r_{x_1x_2}}{1 - r_{x_1x_2}^2}$$

Where:

$R_{y.x_1x_2}$ = Correlation between variables X1 and X2 together the same as variable Y

r_{yx_1} = Product Moment Correlation between X1 and Y

R_{yx_2} = Product Moment Correlation between X2 and Y

$r_{x_1x_2}$ = Product Moment Correlation between X1 and X2

According to Sugiyono (2005, p. 183), the classification of relationships between variables can be expressed in terms of correlation coefficients which can be interpreted as follows:

- a) Coefficient interval: 0.00-0.199 = very low relationship
- b) Coefficient interval: 0.20-0.399 = low relationship
- c) Coefficient interval: 0.40-0.599 = medium relationship
- d) Coefficient interval: 0.60-0.799 = strong relationship
- e) Coefficient interval: 0.80-1.000 = very strong relationship

Furthermore, to test the significance of the influence of the independent variable on the dependent can be accepted or not tested using the t-test using the Sugiyono formula (2005, p. 214) as follows:

$$t = \frac{r \sqrt{n-2}}{\sqrt{1-r^2}}$$

Where:

t = calculated t value

r = partial correlation

n = number of observations

The calculated t price is then compared with the table t price. For a 5% error, test two parties and $dk = n - 2$. Provided that if t is less than t in the table, then H_0 is accepted and h_a is rejected or less than 0.05. But conversely, if r count is greater than t table (t count > t table) then H_a is accepted. This means that the correlation coefficient found is significant. Significant means that the coefficient can be generalized to the population.

Test the correlation coefficient using the F test using the F calculation formula (Sugiyono, 2005, p. 219), as follows:

$$F = \frac{R^2 / (k-1)}{(1-R)^2 / (n-k)}$$

For F table, degree of freedom numerator = (k - 1 (k = number of variables), for denominator (n - k), degree of freedom = 95 % (2-tailed)

To speed up the calculation process in this analysis use the Microsoft Office Excell program and the SPSS (Statistical Product and Service Solutions) program package version 25.00.

2.2 Literature Review

Suggest that the formulation of a new business strategy is to make E-Commerce sales, do marketing with digital marketing, improve the quality of products and services, and establish good relationships with consumers (Customer Relationship Marketing) to maintain their business, and in the long term will increase national income Digital marketing is a marketing effort using digital platforms to promote products or services. This involves using mediums and

tools such as social media, websites, email, search engines, and online advertising to reach target audiences and influence customers online[29].

There are various strategies and methods used in digital marketing. Some commonly used strategies include SEO (Search Engine Optimization): this is an attempt to improve the ranking of your website or content in search engines such as Google, to make it easier for potential audiences to find it. SEM (Search Engine Marketing): this involves paying for advertising that appears in search engine results as paid advertising, such as Google AdWords. Social media: this involves using platforms such as Facebook, Instagram, Twitter, LinkedIn and others to connect with potential customers and promote products or services. Email marketing: this involves sending emails to potential or existing customers to persuade them to buy your product or service[30]. Content Marketing: This involves creating and sharing relevant and valuable content such as blogs, videos, infographics, or ebooks, to attract and maintain audience interest. Online advertising: this involves paying to place advertisements on websites or other platforms visited by the target audience.

The benefits of digital marketing include the ability to measure and analyze campaign data and performance, optimize marketing spending and investments, and increase interactions with customers. Digital marketing can also help build a brand and increase customer trust through the right marketing strategy[31]. Stated that building competitive advantage through sustainable business engineering by implementing business innovation. Business innovation is a company's efforts to develop, introduce, and implement new ideas related to a company's products or services. Business innovation is research, development, and/or engineering activities that aim to develop practical applications of new scientific values and contexts or new ways to apply existing science and technology to products or production processes[32]. Meanwhile, Innovation is a mechanism for companies to adapt to a dynamic environment. Therefore, companies are required to be able to create new thoughts and ideas by producing innovative products and improving services to achieve customer satisfaction.

Customer satisfaction will be achieved if the quality of services provided includes 5 dimensions, namely: Tangibles (physical appearance), Reliability (Reliability), Responsiveness (Response), Assurance (Certainty), and Empathy (Attention). Every MSME must have high competitiveness, so they must start improving themselves[33]. MSMEs that have high competitiveness are characterized by reliable human resource (HR) capabilities, high mastery of knowledge, and mastery of the economy.

Service quality is the ability of an organization or company to meet customer needs and expectations by providing high-quality services. Service quality can cover various aspects, including speed, responsiveness, accuracy, reliability, convenience, and service attitude. Service quality is the completeness of the features of a product or service that can provide satisfaction of a need. For customers, service quality is very important because it can influence their satisfaction and the decision to reuse or recommend the product or service provided. Customers tend to want fast, friendly, and trustworthy service. They also expect consistency in the services provided.

To achieve good service quality, organizations need to have several important factors. First, the organization must have a clear and efficient system or procedure for providing services to customers. This system should enable the organization to respond to customer requests quickly and accurately. Second, the organization must have staff who are trained and competent in providing services to customers. Staff must have sufficient knowledge and skills to be able to provide quality service to customers. Apart from that, staff must also have a good attitude, such as being friendly, patient and empathetic to customer needs. Third, organizations must pay sufficient attention to customer feedback. Feedback from customers can provide valuable information that can be used by organizations to improve and improve the quality of services provided.

Apart from that, organizations must also have a commitment to continuously improve service quality. This can be done through regular measurements of service quality, training for staff, and innovation in the systems or procedures used. By having good service quality, organizations can build customer trust and loyalty. Customers will be more likely to reuse the

products or services provided and recommend them to others. This can benefit organizations by increasing market share, revenue and brand image.

2.3 Hypothesis

In this research, the influence of service quality factors including digital technology strategies is analyzed using multiple linear regression analysis. The analysis stages in multiple linear regression include the classical assumption testing stage and the regression model testing stage.

Table 1. Linear Multiple Regression Descriptive Statistics

	Mean	Std. Deviation	N
Income	91.3600	7.78566	100
E-Marketing	105.9500	12.91728	100
Business Innovation	83.1000	17.34120	100
Service Quality	86.1900	11.45893	100

Table 2. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.842 ^a	.709	.699	4.26796	1.240
a. Predictors: (Constant), SQ, BI, EM					
b. Dependent Variable: Income					

Based on the results of multiple regression analysis, it show that the relationship between the dependent variable income and the independent variables business innovation, e-marketing, and service quality can be seen through an R square value of 0.70. thus the relationship between the dependent variable and the independent variable is 70.90%

Table 3. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4252.355	3	1417.452	77.816	.000 ^b
	Residual	1748.685	96	18.215		
	Total	6001.040	99			
a. Dependent Variable: Income						
b. Predictors: (Constant), SQ, BI, EM						

Based on the results of the linear multiple regression F ANOVA test, it shows that there is a relationship between independent variables such as e-marketing, business innovation, and service quality and is not related to income because it has a sig value of 0.000 or <0.05

Table 4. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	42.330	3.736		11.331	.000		
	EM	.129	.063	.213	2.040	.044	.278	3.603
	IBI	.109	.039	.243	2.767	.007	.393	2.542
	SQ	.306	.074	.450	4.149	.000	.258	3.872

Based on the partial test, it shows that: e-marketing directly affects income. This is because it has a sig value of 0.044 or <0.05. increased e-marketing will increase revenue by 12.90%. Business innovation directly affects income. This is because it has a sig value of 0.007 or <0.05. increased business innovation will increase revenue by 10.90%. Service quality directly influences income. This is because it has a sig value of 0.000 or <0.05, this indicates that improving service quality will increase income by 30.60%.

The linear equation of multiple regression is as follows: Revenue = 42,330 + 0.129 e-marketing + 0.109 business innovation + 0.306 service quality; R2= 0.709 classic assumption test normality

Table 5. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	4.20279455
Most Extreme Differences	Absolute	.133
	Positive	.064
	Negative	-.133
Test Statistic		.133
Asymp. Sig. (2-tailed)		.071 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the normality test using Kolmogorov, shows that the residues do not spread according to a normal distribution. This is because it has a sig value of 0.071 or > 0.05.

Table 6. Coefficients Kolmogorov

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.628	2.454		.663	.509		
EM	.030	.041	.138	.715	.476	.278	3.603
BI	-.021	.026	-.132	-.818	.415	.393	2.542
SQ	.002	.048	.007	.033	.974	.258	3.872

Based on the heteroscedasticity test, it shows that all independent variables have a significance of 0.05 so they do not show any symptoms of heteroscedasticity. Uji multikolinearitas

Table 7. Coefficients^a Kolmogorov

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	42.330	3.736		11.331	.000		
EM	.129	.063	.213	2.040	.044	.278	3.603
BI	.109	.039	.243	2.767	.007	.393	2.542
SQ	.306	.074	.450	4.149	.000	.258	3.872

Dependent Variable: Income

Based on the results of the analysis, it shows that all independent variables have a VIF value < 10 so that there are no multicollinearity problems

Table 8. Uji Autokorelasi Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.842 ^a	.709	.699	4.26796	2.240
a. Predictors: (Constant), SQ, BI, EM					
b. Dependent Variable: Income					

Based on the results of the autocorrelation analysis, it shows that the Watson durbin value is 2.240 when compared with the durbin table value with dl of 1.6131 and du of 1.7364. Thus the durbin value is more than du and less than 4-du so there is no autocorrelation.

Table 9. Correlations

		EM	BI	SQ	Income
EM	Pearson Correlation	1	.735**	.835**	.768**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
BI	Pearson Correlation	.735**	1	.756**	.740**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
SQ	Pearson Correlation	.835**	.756**	1	.812**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Income	Pearson Correlation	.768**	.740**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).					

Based on the results of the correlation analysis, it shows that there is a correlation between income and e-marketing of 0.768, while the relationship between income and business innovation is 0.740, and the relationship between income and service quality is 0.812.

3. Findings

In this study, it was found that an effective e-marketing strategy can help MSMEs increase the visibility and exposure of their business in the digital market. With a good e-marketing strategy, MSMEs can reach a wider target audience online, which in turn can increase the number of customers and their income. Business innovations such as the use of technology and new digital platforms also play an important role in improving the quality of MSME services. This Research also shows a relationship between improved service quality and increased income of MSMEs. By improving service quality, MSMEs can increase customer satisfaction and gain higher customer loyalty. This can encourage customers to return to buy MSME products or services, as well as recommend MSMEs to others, which in turn can increase MSME income.

The use of social media and other digital platforms has also been found to positively affect MSME income. In this study, it was found that MSMEs that are active on social media tend to have a larger number of customers and higher income compared to MSMEs that are not active on social media. The importance of involving customers in e-marketing strategies and business innovation is also an important finding in this study. The use of e-marketing, such as marketing via social media, websites and mobile applications, can make a significant contribution to increasing MSME income. By utilizing digital platforms, MSMEs can reach more

potential consumers, increase brand awareness, and get better sales results. This research also shows that MSMEs that are able to carry out business innovation have a higher competitive advantage and opportunities to increase income. Business innovation can include developing new products or services, improving operational processes, and using new technologies to improve efficiency and quality.

Good service quality has also been proven to have a positive effect on MSME income. Research shows that consumer satisfaction with the quality of service provided by MSMEs can influence consumer loyalty and increase repeat purchases. Therefore, efforts to improve service quality can help MSMEs retain loyal customers and attract new customers.

Although many studies highlight the relationship between e-marketing, business innovation, service quality, and MSME income, there are also several limitations in these studies. Several limitations that can be identified include, apart from these factors, there are also other factors that can influence MSME income, such as business climate, economic conditions and industrial competition. The relationship between e-marketing, business innovation, service quality and MSME income can be influenced by these additional variables.

This research also has methodological limitations, such as questionnaire questions that may be inadequate or lack of documentation in the research. In overcoming these limitations, it is hoped that further research will be carried out that includes a larger sample size, uses a more comprehensive research design, and considers additional influencing factors to provide a better understanding of how e-marketing, business innovation, and service quality has an impact on MSME income.

3.1 Soil Test Results

Changing trends and technology in e-marketing continue to develop rapidly, so MSMEs need to continue to monitor new developments and adapt to these changes in order to remain relevant and competitive.

In the digital era, customers have many choices and it is easy to switch to competitors if they are not satisfied with the quality of service provided. MSMEs need to try to retain customers by providing a good service experience. The application of technology to improve service quality often requires high investment. MSMEs may face financial constraints in adopting technology that can help improve service quality.

Competition in the MSME market is very tight, especially in the online environment. MSMEs need to understand the right strategy to differentiate themselves from competitors and attract the attention of potential consumers. Innovation in online business and marketing strategies can help MSMEs to win the competition and increase their income. MSMEs in carrying out business innovation require a larger budget for efforts to implement more sophisticated e-marketing strategies. Increasing training and developing creativity of human resources in the field of technology needs to be increased, this also requires sufficient funding.

MSMEs often have difficulty getting customer feedback that can help them improve service quality. Without adequate feedback, it is difficult for businesses to know the areas that need improvement. Inconsistent service quality is one of the problems that is often faced. This can result in customer disappointment and damage the business's reputation.

3.2 Loading

Research on the relationship between e-marketing, business innovation, service quality, and revenue can provide useful insights for organizations in developing marketing strategies. This relationship can be explained in the table below:

Table 3. The Relationship Between E-Marketing, Business Innovation, Service Quality, and Revenue

E Marketing	Business Innovation	Service Quality	Income
Through implementing innovative e-marketing strategies, organizations can	Business innovation can have an impact on improving the quality	Good service quality is an important factor in increasing	Implementing an effective e-marketing strategy can have a positive

<p>create added value for their customers. In an increasingly sophisticated digital era, innovation in the use of technology such as the use of social media, email marketing, search engine optimization, and the use of analytical data can help companies achieve business goals. This research examines the extent to which the implementation of innovative e-marketing strategies impacts business innovation and revenue growth.</p>	<p>of services provided by organizations to their customers. Companies with high levels of innovation tend to create better products or services, which in turn can increase customers' perceived quality and their loyalty. The research tests this relationship by examining the extent to which business innovation impacts improving service quality.</p>	<p>customer satisfaction and influencing purchasing decisions. Satisfied customers tend to be loyal customers and often pass on their positive experiences to others. This research explores the extent to which high service quality impacts an organization's revenue through increased customer satisfaction and customer retention.</p>	<p>impact on an organization's revenue. Through the use of digital marketing strategies, organizations can reach a wider audience, increase brand visibility, and effectively communicate the added value of products or services to consumers. This research examines the extent to which good e-marketing strategies impact an organization's revenue growth.</p>
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The relationship between e-marketing, business innovation, service quality, and revenue can mutually influence and strengthen each other. Advanced research in this area can provide a solid foundation for organizations to develop effective strategies to increase their revenues through improved e-marketing, business innovation, and better service quality.

4. Conclusion

In today's digital era, MSMEs need to utilize technology and online platforms to promote their products and services to a wider target market. Through e-marketing, MSMEs can reach potential customers in a more efficient way and at lower costs compared to traditional marketing methods. In e-marketing analysis, it is important to understand online consumer preferences and habits and use appropriate strategies, such as search engine optimization and social media marketing. Based on research results, the relationship between e-marketing and business innovation has a positive influence on the quality of MSME revenue services. E-marketing, which includes the use of online platforms and digital strategies, provides opportunities for MSMEs to increase visibility and reach their customers. Using digital technology, MSMEs can run effective marketing campaigns, increase their brand exposure, and reach a wider target market. This can generate higher income for MSMEs. Judging from the partial test results, it shows that e-marketing directly influences income. This is because it has a sig value of 0.044 or <0.05. increasing e-marketing will increase revenue by 12.90%, and business innovation directly affects revenue. This is because it has a sig value of 0.007 or <0.05. Increasing business innovation will increase income by 10.90%. Service quality directly affects income. This is because it has a sig value of 0.000 or <0.05, which indicates that improving service quality will increase income by 30.60%. Meanwhile, based on the results of the correlation analysis, it show that the correlation between income and e-marketing is 0.768, while the relationship between income and business innovation is 0.740, and the relationship between income and service quality is 0.812. MSMEs, through marketing strategies and business innovation, can create added value for their customers and increase customer satisfaction. In business innovation analysis, MSMEs need to study customer needs and desires and adapt innovation strategies to changing trends and industry developments, by optimizing the quality of their services through effective e-marketing strategies and relevant business innovations, this will increase customer trust and build brand image the strong one. MSME revenues can increase because customers will be more interested in buying their products and services and will become loyal customers.

Additionally, by improving service quality, MSMEs can generate recommendations from satisfied customers to others, which can help in increasing their revenues further.

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