

Original Article

The Influence of Collaboration, Digital Marketing, and Social Media on the Sustainability of Micro, Small, and Medium Enterprises (MSMES) in Bandung City

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Abstract: Post the Covid-19 pandemic, the challenge for MSMEs entrepreneurs is not only survival but also the sustainability of their businesses. Therefore, MSMEs are required to explore their abilities to collaborate and adopt digital technologies, as these are essential aspects of business climate growth. This research was conducted to determine the influence of collaboration, digital marketing, and social media on the sustainability of MSMEs businesses under the guidance of the Bandung Chamber of Commerce and Industry (Kadin) in Bandung City. The study was conducted on 40 MSMEs under the guidance of Kadin Bandung City who participated in training on Collaboration, Digital Marketing, and Social Media. The collected data was processed using SEM PLS. From the data analysis, it was found that digital marketing has a greater influence on the sustainability of MSMEs businesses under the guidance of Kadin Bandung City, followed by collaboration and social media. Thus, MSMEs need assistance to become more tech-savvy for the sustainability of their businesses. Collaboration with various parties is necessary to master technology in order to utilize digital marketing and social media fully.

Keywords: Business Sustainability, Collaboration, Digitalization, MSMEs, Social Media.

I. INTRODUCTION

MSMEs play a critical role in the Indonesian economy, particularly in times of crisis like the Covid-19 outbreak. MSMEs make up about 99 percent of business units in Indonesia. MSMEs employ 96.9% of the labor force in the country and contribute 60.5% of the GDP to the economy. 84.4 percent of MSMEs that were impacted by the COVID-19 outbreak have since resumed activities.

Meanwhile, e-commerce, including marketplace platforms and e-retail, has made significant contributions to the development of Indonesia's digital economy in the last five years (2018-2022). In 2022, the transaction value of e-commerce

The electronic commerce recorded amounted to Rp. 476.3 trillion with a volume of 3.48 million transactions. In 2023, the Ministry of Trade projected the national electronic commerce transaction value to reach Rp. 572 trillion, an increase of about 20 percent from the previous year. The projection of transaction value places Indonesia ahead of neighboring countries such as Vietnam, Thailand, and the Philippines.

Therefore, MSMEs need to be encouraged to develop in order to accelerate economic growth. If the economy grows, then society can become more prosperous. "The economy is the backbone of societal prosperity. As known, despite the limitations faced by MSMEs, they also have advantages. MSMEs in Indonesia also have opportunities to explore these advantages to maintain the sustainability of their businesses. The opportunity lies in the application of digital marketing and building partnerships with various stakeholders.

According to [1], there are several factors that influence the sustainability of businesses in MSMEs, including the profile of the entrepreneurs who can create a business owner image in the eyes of consumers and the utilization of technology, including digital access, such as the internet and social media. Here is the data of MSMEs that have gone online.





Figure 1. Data Go Online MSME Indonesian

Source: <https://investor.id/business/347839>

From the data above, in 2024, the government projects that online MSMEs can reach 30 million. Therefore, collaboration from various parties with MSMEs is needed. In today's era, business collaboration/partnerships have become the focus of many parties because collaboration is one aspect of business climate growth, including for MSMEs entrepreneurs to increase income, business capabilities, and competitiveness.

Collaboration can be done both by fellow MSMEs, as done by one movement @kreatif.hub which helps MSMEs find "partners" for collaboration. For example, a service provider for parcel delivery collaborating with a branding/visual storyteller service provider.. [2]. Where business collaboration, fundamentally, is an action and business relationship aimed at growing small businesses rationally. Collaboration is a process of cooperation among parties to generate ideas, concepts, and/or problem-solving to achieve a shared vision.

Collaboration between one MSMEs entrepreneur and another MSMEs entrepreneur will broaden the market share. If previously an MSMEs business only had a handful of consumers, with collaboration with other MSME businesses, consumers who were previously untouched can now be reached.

The obstacles faced are that many MSMEs entrepreneurs do not understand business collaboration and how to collaborate. They also do not know the benefits of business collaboration because their understanding is still focused on their own products. Furthermore, MSMEs entrepreneurs feel afraid and lack confidence in collaborating. In addition, MSMEs entrepreneurs have not fully embraced technology, so the utilization of Digital Marketing is not yet optimal. [3].

Moreover, the minimal hard competency still possesses necessitates the need for strengthening strategies through the technical implementation of digital marketing technology so that every MSMEs entrepreneur grows into a proficient technopreneurship. [4].

"Therefore, this research is conducted to determine the impact of collaboration, digital marketing, and social media on the sustainability of MSMEs under the auspices of the Bandung Chamber of Commerce and Industry (Kadin)."

II. LITERATURE REVIEW

A) Collaboration

Collaboration, essentially, is the process of cooperating among parties to generate ideas/concepts and how to address them in order to achieve predetermined goals. Furthermore, according to [5], Explaining that in collaboration/partnership it is based on the principle of mutual benefit for all parties, with the goal of facing and/or strengthening the positions of the parties.

In the development of the business world, collaboration has become a necessity because it will enhance the growth of the business climate to build micro, small, and medium enterprises through empowerment to increase income, business capabilities, and competitiveness. Business collaboration/partnerships are very important for MSMEs because cooperation/partnership theories and business networks emphasize the importance of formal and informal relationship opportunities. [6].

In terms of MSMEs development, which so far still has many limitations, such as capital, human resources, information technology mastery, and others, yet on the other hand also has comparative advantages. Therefore, in order to maintain and enhance its competitiveness, MSMEs actors must be willing to open up and provide access to collaborate with various parties because through collaboration, they can also maintain the sustainability of MSME businesses. [7].

Collaborative efforts from various business sectors are greatly needed to support the resurgence of MSMEs during the COVID-19 pandemic [8].

In other words, collaboration in a business context is the best mechanism for cooperation between organizations if the organizations aim to achieve their goals. As for the indicators of collaboration, according to [9], as follows:

1. Supplier, which is a provider of services/goods
2. Competitors, other parties that have similar products/services within an industry
3. Buyer, who purchases goods/services
4. Government, the entity responsible for policy implementation

B) Digital Marketing

The term digital marketing emerged in the early 1990s and has continued to evolve and garner attention as it has become a strategy widely adopted in the business world due to its effectiveness and scalability. Digital marketing is essentially an activity aimed at achieving marketing goals with the assistance of digital technology. [10].

Digital marketing is a marketing strategy that utilizes electronic devices, such as personal computers, smartphones, and mobile phones, to engage stakeholders in the marketing process. In its application, digital marketing techniques can integrate several aspects of marketing communication and existing conventional media channels, thereby expanding the marketing mix. [11].

Digital marketing is an effort of promotion and market search through online digital media, involving the use of various platforms such as social media. (Firmanda & Lukiasuti, 2022).

This can also be explained as the utilization of digital technology to achieve marketing goals as well as the development or adaptation of the company's marketing concepts.[12]

Digital marketing plays a key role in attracting consumers and encouraging them to communicate electronically and conventionally.[13]

Digital marketing involves branding that utilizes various web-based and social media. The utilization of social media in digital marketing is considered a highly vital strategy because it can provide insights to businesses on steps to expand their network through social media platforms to enhance competitive advantage in the business.[14]

With the implementation of digital marketing, business operators will easily be able to monitor, track, and fulfill all consumer desires and needs. On the other hand, consumers will also find it easy to search for and find information regarding products using social networks.[15]

The benefits that can be obtained from the implementation of digital marketing include:

1. Global reach,
2. Lower promotion costs,
3. Easy tracking,
4. Easy customization,
5. Openness,
6. Potential for virality,
7. Convenience in transactions.

C) The Indicators of Digital Marketing

Digital Marketing Indicators according to [16], the measurement of indicators in digital marketing variables will define 6 indicators as follows:

1. Accessibility: Accessibility is the ability for users to access information and services provided online, including in the context of advertising. Typically, accessibility refers to a user's ability to access social media websites.
2. Interactivity: Interactivity refers to the level of two-way communication that reflects the responsive ability between advertisers and consumers, as well as the ability to respond to received input.
3. Entertainment: Entertainment refers to the ability of advertising to provide pleasure or entertainment to consumers. Generally, many advertisements offer entertainment while including informative messages.
4. Credibility: Credibility refers to the level of consumer trust in online advertising or how trustworthy advertising is perceived in providing information that is considered reliable, impartial, competent, credible, and specific.
5. Irritation: Irritation is a form of disturbance that arises in online advertising, for example, manipulation in advertisements that can lead to fraudulent actions or negative experiences for consumers in the context of online advertising. This can impact the quality and effectiveness of advertising in achieving desired business goals.

6. Informativeness: Informativeness refers to the ability of an advertisement to provide information to consumers as the core function of the advertisement itself. Additionally, advertisements should provide an accurate portrayal of a product to provide economic benefits to consumers.

In relation to MSMEs, the implementation of digital marketing will allow MSMEs actors to move towards horizontal and social movement through the creation of a more inclusive market.

D) Social Media

Social media itself consists of a collection of internet-based tools that operate on technology networks and ideological bases that assist users in creating content and sharing it with other users. [17]. There are several types and forms of social media, such as blogs, microblogs, social networks, media-sharing sites, forums, and virtual worlds. [18].

Social media is an evolution of media forms that provide information to consumers, using applications connected through the internet and originating from the concept of Web 2.0. Tim O'Reilly's Web 2.0 team was the initial platform that facilitated information exchange and online collaboration before evolving into social media as we know it today. These platforms, such as Facebook, YouTube, Twitter, and Instagram, now serve as means to rapidly and widely disseminate information to many people. [19].

Social media, according to [20], It can be grouped into three types: (1) Online communities and forums formed by consumers without the influence of company advertising, (2) Bloggers, which are continuously updated online journals important for Word of Mouth methods, and (3) Social networks, which are a major force in marketing, both B2C and B2B, and can include sites like Facebook, Instagram, Twitter, and LinkedIn. Therefore, marketing through social media has become an increasingly popular model.

Online marketing models aim to achieve marketing goals by leveraging various social media networks. Utilizing social media in business operations can enhance interaction with consumers and influence their interest in purchasing the product. Appealing product presentations can attract visitors to the displayed content.

Social media marketing indicators, according to [21], It encompass five aspects: (1) Online Communities allow companies to form groups or communities for individuals interested or potentially interested in becoming customers of the products offered, actively exchanging information to support the business. (2) Interaction is important to facilitate communication between the company and consumers, allowing the company to monitor consumer interest in products.

(3) Content Sharing makes it easy for social media users to share photos, videos, statuses, and the latest updates. (4) Accessibility emphasizes the importance of ease of access and affordable costs to use social media. (5) Credibility reflects the delivery of messages to build consumer trust in products, as well as emotionally connecting with the needs and desires of target consumers. Therefore, social media marketing is a marketing strategy in which companies utilize social media to promote their products or services by engaging individuals who use the platform as their target market.

E) Business Sustainability

[22] It states that business sustainability is a condition that leads to the success of a business to survive in dynamic competition seen from how well the business meets the needs of stakeholders.

[23] Business sustainability is a state of stability in business operations, where sustainability is the system of business continuity that encompasses growth, continuity, and approaches to protect business continuity and expansion. In this study, business sustainability is measured by several indicators, as revealed by [1].

[24] Business Sustainability is the effort of business owners to mitigate negative effects on the environment and society in order to provide sufficient resources for the requirements of future generations. Business sustainability will be environmentally safe when it achieves success in the global market with high-quality products. Drawing from the aforementioned definition, it can be deduced that business sustainability refers to an endeavor that persists over an extended period of time, under the same leadership, from generation to generation, with the aim of preserving the output of goods created.

F) Benefits of Business Sustainability

Good knowledge of financial management is expected to enable entrepreneurs to make informed decisions so that the business can continue to be sustainable.[25]. Here are the benefits of business sustainability:

- a. Increased productivity: Simplifying production processes and reducing excessive activities, thereby reducing production costs.

- b. Opening investment opportunities: Companies that manage finances, work environments well, and have sustainable human resources will be noticed by investors for investment.
- c. Increasing profits: Business sustainability is inseparable from environmental sustainability. The better the business environment is preserved, the more profit the business can gain from its surroundings.
- d. High-quality human resources: Human resources managed properly through the skills and abilities of employees will motivate them to continue learning, thus being able to compete competitively to achieve better business performance.
- e. Energy efficiency: The use of evolving technology today assists businesses such as marketing can be done online, production machines designed to be more efficient, and financial bookkeeping can be done using computer systems.

G) Indicators of Business Sustainability

[15] The factors causing a business to endure and serving as indicators of business sustainability are outlined as follows:

1. Compilation of a business plan: Entrepreneurs must document business plans to be utilized by the organization to ensure the business remains resilient and grows as planned.
2. Regular updating of the business plan: Regularly updating the business plan involves entrepreneurs periodically renewing strategies, innovations, financial bookkeeping, and work management to maintain business continuity.
3. Regular analysis of competitors: Periodically analyzing competitors means entrepreneurs need to be aware of internal and external conditions, such as colleagues for job competition and external competitors, to ensure their business remains intact and competitive.
4. Ease of venturing into a new business: Making it easy to venture into new businesses means organizations should add new business ventures for business development through market expansion.
5. Not a problem to take calculated risks: Being willing to take calculated risks means daring to make decisions that have been carefully considered.

H) Problem Formulation

1. How does collaboration influence the sustainability of MSMEs in Bandung?
2. How does Digital Marketing influence the sustainability of MSMEs in Bandung?
3. How does Social Media influence the sustainability of MSMEs in Bandung?

I) Research Objectives

1. To understand the influence of collaboration on the sustainability of MSMEs in Bandung.
2. To understand the influence of digital marketing on the sustainability of MSMEs in Bandung.
3. To understand the influence of social media on the sustainability of MSMEs in Bandung.

J) Research Method

This research employs a quantitative research method with an associative design. Associative research is a type of research that examines the influence between one variable and another.[26]. The influence of the variables under study are collaboration (X1), digital marketing (X2), social media (X3), and business sustainability (Y).

The sample size for this study is 40 MSMEs entrepreneurs affiliated with the Bandung Chamber of Commerce and Industry. The collected data will be analyzed using SEM PLS.

III. RESULTS AND DISCUSSION

A) Results

a. Evaluation Model

a. Evaluation of outer model

First-order measurements measure the model construction (outer model) with items that are validated (factor loading >0.50), and the t value of all indicators is greater than 1.98 (t table at $\alpha=0.05/2$). The following table displays the model measurement results.

Table 1. Validity and Reliability Measurements Model

Variable	Dimension-Indikator	Loading Factor (λ)	t value	Prob.	Cronbach's Alpha	Construct Reliability (CR)
Collaboration	Colab1	0,926	51,293	0,000	0.894	0.934
	Colab 2	0,896	37,199	0,000		
	Colab 3	0,903	64,418	0,000		
Digital Marketing	Access1	0,931	65,342	0,000	0.974	0.978
	Access 2	0,879	35,283	0,000		
	Access 3	0,948	118,678	0,000		
	Access 4	0,936	87,885	0,000		
	Access 5	0,869	34,333	0,000		
	Access 6	0,943	81,898	0,000		
	Access 7	0,908	61,069	0,000		
	Access 8	0,939	95,743	0,000		
Social media	Community1	0,801	20,437	0,000	0.955	0.961
	Community2	0,842	26,066	0,000		
	Community3	0,805	20,712	0,000		
	Community4	0,798	25,771	0,000		
	Community5	0,886	43,937	0,000		
	Community6	0,868	34,355	0,000		
	Community7	0,819	41,196	0,000		
	Community8	0,909	68,653	0,000		
	Community9	0,791	20,510	0,000		
	Community10	0,915	84,647	0,000		
Business Sustainability	KU1	0,903	53,734	0,000	0.927	0.938
	KU2	0,776	23,259	0,000		
	KU3	0,763	19,238	0,000		
	KU4	0,721	15,751	0,000		
	KU5	0,778	17,254	0,000		
	KU6	0,782	22,708	0,000		
	KU7	0,683	12,197	0,000		
	KU8	0,836	26,983	0,000		
	KU9	0,687	12,884	0,000		
	KU10	0,818	31,455	0,000		

Source: Output SmartPLSv3.0 (2024)

Table 1 shows reliability measurement, Cronbach Alpha and the overall model fit index. The estimated factor loading to asses Convergent validity and its significance (t-value) were evaluated, and factor loadings exceeded 0.50, and the t-values of all indicators were greater than 1.98.

The most common measurement used for internal consistency is Cronbach alpha and composite reliability, which measure the reliability based on the interrelationship of the observed items variables. Values of composite reliability/Cronbach alpha > 0.70 are acceptable. High composite reliability is a very good indication that the items constantly measure the same construct. Overall, the measures used in the study have adequate reliability and validity.

b. Evaluation of Inner Model

The structural model, referred to as the inner model, displays the relationships (paths) between the constructs. Structural model testing was done by using the R-square, predictive relevance (Q-square value), and the Goodness of Fit (GoF). According to Chin [27], R-Square values of 0.67 are strong, 0.33 are moderate, and 0.19 are weak.

GoF is used to validate measurement and structural models with values of 0-0.25 is small, 0.25-0.36 is moderate, and >0.36 is large. Prediction Relevance (Q-Square) is a test to determine the capabilities of predictions with blindfolding procedures. The values of Q-Square are 0.35 (large), 0.15 (medium) and 0.02 (small).

Table 2. Evaluation of R-Square Value and GOF

Variable	R-Square	f2	Q-square	Goodness of Fit (GoF) Index
Business Sustainability	0.874	-	0,516	0.749
Collaboration		0,149	0,613	
Digital Marketing		0,255	0,792	
Social media		0,081	0,648	

Source: Output SmartPLSv3.0 (2024)

Table 2 explains the determination of the endogenous Constructs with R-square is strong, GoF is in a large category, and Q-Square is moderate to large thus, the model is fit.

The results of data processing with Smart PLS are as follows.

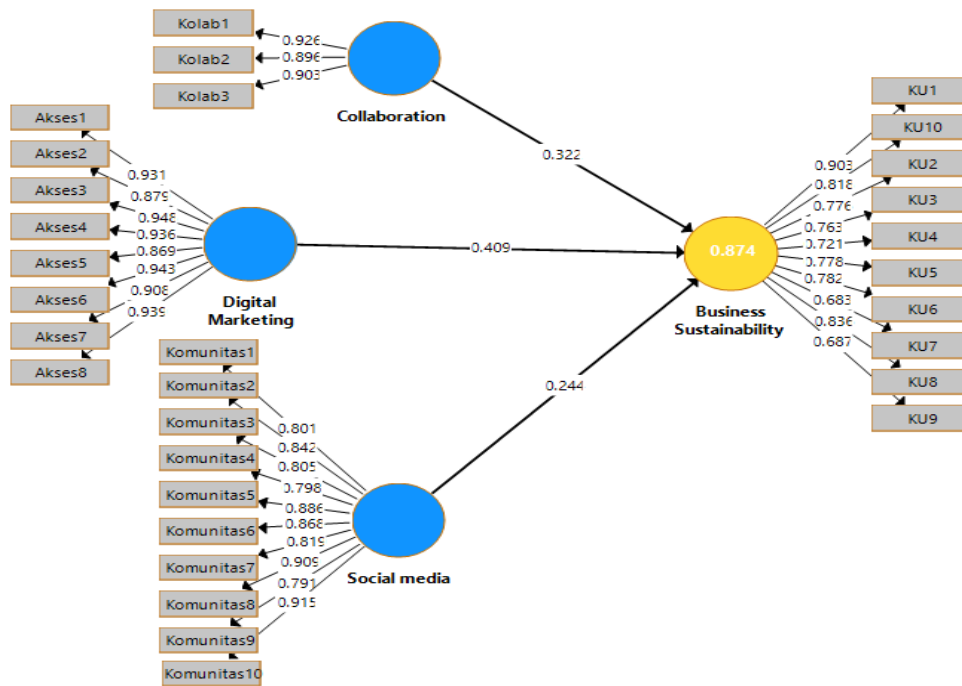


Figure 2. Results Data Processing SEM PLS

Source: Output SmartPLSv3.0 (2024)

c. Hypothesis Testing

The results of the hypothesis testing are presented in Table 3.

Table 3 Hypothesis Testing

No	Hypothesis	Path Coeff.	Std. Error	t-value	Prob.	R2	conclusion
1	Collaboration -> Business Sustainability	0,326	0,093	3,452	0,001	0,106	significant
2	Digital Marketing -> Business Sustainability	0,412	0,092	4,471	0,000	0,170	significant
3	Social media -> Business Sustainability	0,238	0,118	2,071	0,039	0,057	significant

Source: Data processed with SmartPls v3,

Based on the results in Table 3, t value > t tabel at $\alpha=0.05/2$ (1.98) and Prob < 0.05, the hypotheses are accepted: Collaboration, Digital Marketing and Social media directly influence Business Sustainability. Digital marketing has a more dominant role with R2 =0.170

B) Discussions

Based on the data processing results available in Table 3, it is known that:

1. Collaboration significantly influences the sustainability of MSMEs under the auspices of the Bandung Chamber of Commerce and Industry (Kadin Kota Bandung). Because by collaborating, MSMEs actors must be willing to open up and provide access to cooperate with various parties. (Ginting, 2021). This indicates that the establishment of good cooperation among business actors will support each other in running and developing their businesses. The results of this research support the findings of previous studies conducted. [28], [29].
2. Digital marketing has a greater influence on the sustainability of MSMEs actors in the city of Bandung compared to Collaboration and Social Media. This means that digital marketing plays a significant role in supporting the sustainability of SME actors. This is because, in the current era of digitalization, MSMEs actors inevitably need to master and utilize digital marketing to run their businesses. The results of this research reinforce the findings of previous studies. [1], [30], [31]
3. Social media has a significant influence on the development of businesses for MSMEs actors in the city of Bandung. This means that marketing activities using social media are quite effective in supporting the sustainability of SME actors in Bandung. Therefore, marketing on social media can continue to be conducted. The results of this research support the findings of previous studies conducted by [32], [33], [31].

IV. CONCLUSION

From the results of the research conducted, it can be concluded that collaboration is a process of cooperation among parties to generate ideas and solutions to achieve established goals. Therefore, the role of collaboration in the sustainability of MSMEs is crucial.

Collaboration with other parties that support business operations is necessary to ensure the continuity of MSMEs. Moreover, in the current era of digitalization, digital marketing is essential for business sustainability.

Through digital marketing, business operators can easily monitor, track, and fulfill all consumer desires and needs. Meanwhile, consumers can easily search for and find information about products. The presence of social media also supports the sustainability of MSMEs, as utilizing social media in business operations can increase interaction with consumers and facilitate the dissemination of information about their products.

From the research findings, it is recommended that MSMEs should start collaborating with other parties such as banks, government, and private sectors that can support business sustainability. MSME operators should also actively participate in training sessions to effectively use digital marketing and social media. Thus, the utilization of digital marketing and social media can be maximized. It is hoped that the findings of this research will be beneficial for MSMEs operators, researchers, and future research endeavors.

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