The Effect of Digital Marketing Training on the Digital Online Garage Sale Community and their Implications on Capital Investment Decisions

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A R T I C L E I N F O	ABSTRACT
	This study aims to determine the effect of digital marketing training on the online digital Garage Sale community and its implications for capital investment decisions, a case study on the West Java Kadin fostered business in Bandung. The research method applied is in the form of a descriptive analytical survey method, while the sample used is 32 respondents. The variables studied from each respondent are digital marketing training, the Digital Online Garage Sale community, and capital investment decisions. The type of data collected is primary data. The results showed that digital marketing training had an effect on the Digital Online Garage Sale community. And the Digital Online Garage Sale community influences capital investment decisions. The object of this research is the sample of respondents used is still limited to the business assisted by the West Java Chamber of Commerce in Bandung, therefore further research needs to be carried out based on more varied sampling with a longer duration, so that generalizable results are obtained.

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INTRODUCTION

The current marketing trend is still growing, there is the same time with increasingly sophisticated technology and also the internet world. The development of digital marketing in Indonesia has also begun to be tried at the MSME level and is growing rapidly. Penetration APJII conducted a survey of internet user in Indonesia there is behavior that always increases by 10% every year. In 2017 alone there were as many as 143.25 million internet users. That is why, the development of digital marketing in Indonesia is quite fast.

The following are some forms of digital marketing trends in Indonesian MSMEs that we will see or even see in 2021. E-commerce, the development of online shopping may be familiar in the community, but it is important to know, especially in the current pandemic era, it turns out that e-commerce has been loved by the wider community. Artificial Intelligence Marketing, artificial Intelligence or AI is artificial intelligence, which is the next digital marketing trend in Indonesia. The prediction for the use of AI for digital marketing was actually submitted before 2020. Voice Search.

Today, the voice search trend has become an option. However, this feature is still considered to need various improvements because the inputted keywords are often less accurate. Video Marketing. The Tech Learn found that around 60% of customers stated that watching a video before buying a product could increase their confidence to buy the MSME product.

The results of a survey by the Indonesian Internet Service User Association (APJII) that breakthroughs and internet users in Indonesia are increasing by 10% on average per year. Let's look at 2017 alone, there were 143.25 million users. Digital marketing includes the marketing of products or services by utilizing the existence of digital technology in the form of the internet, social media, mobile phones, and other digital media. the term also includes that which includes Social Media Marketing with its entire marketing strategy. SEO and Email through. With the collaboration of the potential of the internet and technology. Monitorable and Measurable. Advances in technology make things very simple that can be used to measure the success of marketing activities through digital analytics dashboards such as Google Analytics, Google Data Studio, or Adobe Analytics. Efficiency in Optimization The presence of online media platforms opens up opportunities for marketers to contract advertising space on various websites and mobile applications as well as survey reports in just a matter of making it easier for marketers to review the performance of advertising movements and make quick adjustments such as maximizing advertising material to encourage audience engagement. Broad and Targeted Reach. The extent of the Participants in various social media such as Facebook, YouTube, and LinkedIn, but there are budget constraints.

There are 3 Pillars in Digital Marketing; User Journey, Digital Marketing Channels, Creative Content User Journey. It is the encounter and contact with customers with their brands on various digital and non-digital links that generate interest and responses to their brands.

Digital Marketing Channels

Marketing channels are media that are used through business marketing to send messages to consumers. Examples of digital marketing links include: Organic Tracking (eg Google), paid tracking, Show ads, Email, Social media, Referrals**.** Users use search engines so that a variety of purposes, including research, shopping and acara, via Google with beyond 40,000 users per second (3.5 billion number of daily tracking) 2 Paid Search: 1). Paid search ad results appear at the top of the SERP, 2. Display ads. Seen from the position of the advertisements that appear on the web page when the user is surfing. In an effort to get the ad to appear in the position of the website, it can search on Google Ads or demand side platforms. 3). Email, For example, businesses can launch an online PR movement to create awareness, implement content marketing to provide assistance to customers to review their products, drive trajectories to lure important, qualified buyers to their websites through SEO, digital advertising, and email, and become engagement prospects to acquire again. through Email Marketing, Digital Advertising, Marketing Automation, and Social Media Marketing Campaigns.
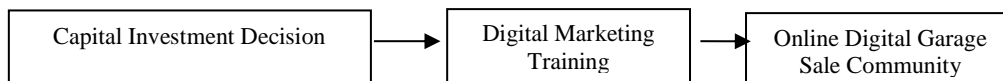
Scope of problem

The data used in this research is primary data and distributing survey on MSMEs under the guidance of the West Java Chamber of Commerce in Bandung to find out the respondents' responses to digital marketing training, online garage sale digital communities, and capital investment decisions.

RESEARCH METHOD

Framework

Based on the references, a framework of thought is obtained, as illustrated as follows:

Micro, Small and Medium Enterprises Assisted by the West Java Chamber of Commerce and Industry In Bandung

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┌──────────────────────────┐     ┌──────────────────┐     ┌─────────────────────┐
│ Capital Investment       │ ──▶ │ Digital Marketing│ ──▶ │ Online Digital Garage│
│ Decision                 │     │ Training         │     │ Sale Community       │
└──────────────────────────┘     └──────────────────┘     └─────────────────────┘
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Hypothesis

On this basis, the hypothesis is determined:

H1: Digital Marketing Training Affects the Online Garage Sale Digital Community

H2 Online Garage Sale Digital Community Affects Capital Investment Decisions

Application Method

a.   Object of research

Obtaining a sample of 32 respondents from the West Java Chamber of Commerce and Industry in the City of Bandung through the use of purposive sampling technique..

b.   Data analysis technique

Descriptive Analysis Test

This study was developed based on a quantitative approach with a survey method, and used a Lickert scale questionnaire as primary data, then the responses of respondents were tabulated. The description used is in the form of the exogenous variable Digital Marketing Training, while the endogenous dependent variable is Online Garage Sale.

Based on the opinion of Sekaran and Bougie (2017: 79), exogenous variables can have an effect on endogenous variables, positively and negatively. this illustrates that for every independent variable that exists, it will be determined that exogenous variables will also exist, and every increase or decrease in exogenous variables. Based on the opinion of Sekaran and Bougie (2017:77) exogenous variables are variables that arise from the influence of other variables, therefore it means that the main variables will be appropriate if study materials are made.

Then the emerging variables will be divided into operational research variables, which are divided into main variables, constraints or concepts, dimensions, indicators and measurement scales. operational details of the variables are described below:

Table 1. Operationalization of Variables

Variable	Concept	Dimention	Indicator	Scale (Ordinal)
Training: Digital Marketing (X)	Pramudyo (2017)	Learning	Training Process Training Participants, Performance, Profession.	Ordinal
	Edison (2010),	Training benefits	Productivity Level Service Competence, Better output. Cooperation between employees, Regenerate employees Employee morale Find the weaknesses and strengths of employees. Able to adapt to the company	
	Mangkunegara (2013) Wahjono et al. (2019)	Training measurement HR Development	Type of Training Training Method Organization goals	
Garage Sale Online	(Nur, Monita, 2013:13-14).	Criteria	A mushrooming business Special interest for young people	Ordinal

Digital Community (Y)			Develop in a special area Only selling second hand Pretty good quality Attractive packaging consumer goods Specific time period Moving location Idle space utilization Efficient Visuals and virtual Community nature	
Capital Investment Decision (Z)	Samuelson (2011), Anjani (2012) Nurzaman (2013), Anjani:2012. Menurut Helvert, 2005:7 Kasmir dan Jakfar, 2007:96) Mulyadi melalui saragih (2008:284)	Limitation Investment commitment Investment form Investment planning Investment appraisal Investment type	Addition of capital or goods For the next period real assets Financial assets Working capital Fixed Assets Research and development PB NPV IRR Profitability index Accounting rate of return Production equipment repair Business expansion	Ordinal

Data Collection and Processing Techniques

The data were obtained from field research (field research), and library research, through data testing using the Lickert scale with a level of strongly agree (5), agree (4), hesitate (3), disagree (2), strongly disagree (1)

Data Testing Method

a.   Descriptive Analysis Test

The examination was used to obtain responses from surveys, through distributing questionnaires to get responses from the Guidance of the West Java Chamber of Commerce, through the use of digital marketing training variables, online digital garage sale communities, capital-raising investments.

b.   Data analysis technique

There are two types of analysis used, for example: (1) descriptive analysis beyond qualitative variables and (2) quantitative analysis using path coefficients, then determining the extent of the effect of exogenous variables on endogenous variables. The verification method utilizes path analysis. Through the use of a combination of analytical techniques, it is certainly expected to obtain a unified generalization between. Digital marketing training, digital online garage sale community, digital online garage sale community and capital-raising investment. The researcher distributed a questionnaire regarding respondents' responses to the study, detailing 15 statement units for Digital Marketing Training variable, 13 for the digital online garage sale community. and 14 investment items for raising capital, each the statement submitted 5 possible response options to be taken.

c.   Coefficient of Determination Test

The coefficient utilizes a value that reflects the magnitude of the effect of the exogenous variable simultaneously on the endogenous variable. With a range of 0 to 100 (0% - 100%), the magnitudes that appear in the range of almost one, the greater the effect of exogenous variables.

RESULTS AND DISCUSSIONS

Object of research

This study uses a survey of respondents from the West Java Chamber of Commerce and Industry in Bandung, using a sample of 32 respondents.

a.   Descriptive Analysis Test

The research locus is in Bandung on the West Java Kadin fostered business in Bandung, with survey responses by distributing questionnaires in order to obtain responses to the West Java Kadin fostered business in Bandung, as for the variables used in the form of digital marketing training, online digital garage sale community, and investment decisions capital.

b.   Data analysis technique:

1.   Performing Descriptive Test Analysis (X, Y, Z, Mean, Median)

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
x	35	4	1	5	157	4.49	.144	.853	.728	-2.365	.398	7.283	.778
y	35	4	1	5	152	4.34	.174	1.027	1.055	-2.138	.398	4.911	.778
z	32	4	1	5	138	4.31	.213	1.203	1.448	-2.075	.414	3.576	.809
Valid N (listwise)	32												

The picture above is data processing for descriptive tests that have been carried out. The SPDD the output table description utilizes the response magnitudes (N) for the longest 35 and 32, from 32 respondents the minimum amount is 1 and the maximum is 5. The range value is the difference between the minimum and maximum, namely for Resp X it is 4, Resp Y is 4 and Resp Z is 4 Then the Sum value for Resp X is 157, Resp Y is 152 and Resp Z is 138. The average value of 35 respondents or the Mean of Resp X is 4.49, Resp Y is 4.34 while the Average the value of 32 respondents or the mean of Resp Z is 4.31 and Stand. Deviation of Resp X is 0.853, Resp Y is 1.027 and Resp Z is 1.203.

a.   Dependent Variable: Variable Y

According to these data, the results of VIF (Variance Inflation Factors) are determined to explain the value of the variable below 10 and the Tolerance result explains the value of 1,000 > 0.10.

Coefficients[a]

Model	Unstdized Coeff		Stand Coeffi	t	Sig.	Coll Stat	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	36.524	12.520		2.917	.007		
	.276	.207	.263	1.332	.192	.677	1.478
Variabel X Variabel Z	.061	.054	.221	1.120	.271	.677	1.478

b.   Variable Z with respect to XYZ

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	30.695	19.457		1.578	.125		

Variabel X	.478	.261	.332	1.831	.077	.934	1.071
Variabel Y	-.019	.230	-.015	-.082	.935	.934	1.071

c.   Endogenous variable: Variable Z

According to the data, it is known that the VIF (Variance Inflation Factors) results explain the value of the variable below 10 and the Tolerance result explains the value of 1.071 > 0.10.

d.   Variable X against YZ

Model	Unstandard	Coefficients	Standardized		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	42.482	11.125		3.819	.001		
Variabel Y	.206	.150	.235	1.378	.179	.995	1.005
Variabel Z	.216	.118	.312	1.831	.077	.995	1.005

e.   Dependent Variable: Variable X

According to these data, the results of the VIF (Variance Inflation Factors) data are now obtained which explain the value of the variable below 10 and the Tolerance result explains the

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.916	1	97.916	5.155	.030[b]
	Residual	626.769	33	18.993		
	Total	724.686	34			

value of 1.005 > 0.10. describes the value of 1.005 > 0.10

According to the data above, the Durbin Watson value is used, which is 1,600 with a comparison from the DW table where the total observation (n) = 35 and the total exogenous variable (k) = 1 and the significance level is 5%, then the dL value = 1.402 and the dU value = 1.519 and the DW value = 1,600 which is more than the value of dL = (2,733 > 1,373) then the conclusion is that there is an auto negative correlation.

a.   Dependent Variable: Variable Y
b.   Predictors: (Constant), Variable X

The table describes the data testing of the hypothesis test (F test) or described ANOVA. Then on the basis of the Anova test, the result is that the significance level value is 0.030, which means <0.05, which means that the Digital Marketing Training variable (X) affects the Digital Online Garage Sales Community variable (Y) simultaneously.

a.   Dependent Variable: Variable Y

The table describes the data processing of the Hypothesis Test (T Test) or the described coefficients. Based on the analysis of the t-test table, the data for the variable X has a significance value of 0.030 <0.05, which means that the variable X has an effect and is significant on Variable Y or the hypothesis is accepted. Then from that it is determined that t count is 2.271 > 2.034, which means that the Digital Marketing Training Variable (X) has an effect on the Digital Online Garage Sales Community Variable (Y) or the hypothesis is accepted.

b.   Predictors: (Constant), Variable X

The table above is a data processing Hypothesis Test (T test) or Coefficient on Variable Z on Variable X that has been done. Based on the analysis of the T test table or coefficient test, it can be seen that Variable Z has a significance value of 0.08, which means > 0.05. This shows that Variable Z has no effect and is significant on Variable X or it can be said that the Hypothesis is Rejected. In addition, the table also shows that t count has a value of 2.801, which means > 2.034. This shows that the Z variable has an influence on the X variable or it can be said that the hypothesis is accepted

CONCLUSION

The conclusions from the research on the influence of digital marketing competence and financial reporting on performance are as, The results of the descriptive test, the smallest (minimum) is 1 and the largest (maximum) is 5, the Sum value for Resp X is 157, Resp Y is 152 and Resp Z is 138. and Stand. Deviation of Resp X is 0.853, Resp Y is 1.027 and Resp Z is 1.20. Variable X has an effect and is significant on Variable Y or the hypothesis is accepted. In addition, the Digital Marketing Training Variable (X) affects the Digital Online Garage Sale Community Variable (Y) or the hypothesis is accepted. Based on the analysis of the T-Test table or Coefficient Test, it can be seen that Variable Y has a significance value, Variable Y has an effect and is significant on Variable Z or it can be said that the hypothesis is accepted.

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