

The Influence of Digital Marketing on Increasing MSME Income in Padang Panjang City

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Article Information:

Received Februari 20, 2025

Revised Maret 24, 2025

Accepted Maret 29, 2025

Keywords: *Digital Marketing, Income Increase, MSMEs*

Abstract

The development of technology makes digital marketing the key to MSME income. This article aims to explain the influence of digital marketing on increasing the income of MSMEs in Padang Panjang. The study used a quantitative approach. The technique used was distributing questionnaires to 100 MSME actors. Data processing using SPSS version 25 Pearson-Moment Correlation Coefficient model, analyzed using simple linear regression analysis, normality test, partial t-test, and determination test (R square). The findings show that digital marketing has a regression coefficient of 13,204 on increasing MSME income with a significant level of $0.000 < 0.05$ which means it has an effect on MSME income. Based on the results of the regression analysis and the coefficient of determination, the influence of digital marketing is 29.2% on increasing MSME income in Padang Panjang. It is concluded that there is a positive and significant influence of the use of digital marketing on increasing MSME income in Padang Panjang.

How to cite:

Resti, O., Cindy, C. P., & Reni, R. F. (2025). Pengaruh Digital Marketing Terhadap Peningkatan Pendapatan UMKM Di Kota Padang Panjang . El-Kahfi | Journal of Islamic Economics, 6(01), 222-234. <https://doi.org/10.58958/elkahfi.v6i01.259>

E-ISSN:

2722 – 6557

Published by:

Manna wa Salwa College of Islamic Economics, Tanah Datar, West Sumatra, Indonesia

INTRODUCTION

With the rapid development of technology and changes in consumer behavior, online transactions have become a trend or something that MSMEs must pursue. As we know, in the digital era like today, consumer behavior is mostly dominated by the younger generation or often called millennials. They are a generation that is tech-savvy so that they can carry out consumption activities easily and quickly, only with a cellphone and internet data they can carry out various types of online transactions without having to move from where they are. (Desy Wijaya, 2020). The digital era 5.0 is an opportunity for business actors to develop the businesses they run. Before the advancement of sophisticated technology like today, people used to do all economic activities manually and it took a long time to do business activities or transactions (Suhatman et al., 2020) .

Shopping is no longer difficult, with the advancement of technology, people no longer bother shopping directly at the intended store. Everything is enough with a swipe of the cellphone screen. Communication in marketing must be done well and as effectively as possible to prospective buyers in order to create communication between customers and buyers rather than just conveying information to customers about products or services. Business actors must be able to get customers involved in their sites, ask for advice in developing or the latest ideas. The demands of life in today's era that must be practical and fast , make the internet more preferred. Including in the online marketing system which is very popular and has become a daily necessity. One of the implementations of internet technology used in the business world today is digital marketing.

The use of Digital Marketing in the business world is not only used by large companies, but many MSMEs have implemented Digital Marketing in order to maximize product promotion. (Kelly S, 2021). *Digital marketing* has recently been very popular among producers and consumers because there are many conveniences, including easy promotion through the media so that it is easier to introduce and sell their products and easy transactions (Yenti et al., 2020) . Along with the rapid development of technology and changes in consumer behavior, digital marketing has become a key factor in increasing MSME income.

With the existence of *digital marketing*, competition in the business world cannot be avoided , because of the many business actors. Every day business competition is getting tighter, various innovations are made to attract buyers. Including in product sales, MSME actors must accept the fact that technological developments will have an impact on increasing income. However, this is an obstacle for Micro, Small and Medium Enterprises in Indonesia today. Lack of knowledge of technology and information makes MSMEs lag behind in online marketing strategies. One of the discoveries that is starting to emerge in buying and selling today is the online buying and selling system (Nasfi, 2020) .

Digital marketing is a product and service marketing technique that uses digital media. The first online business was carried out by Andrew Darwis in 1999 by establishing the first market place, namely Kaskus. When the mid-2010-2011 era began to emerge in Indonesia, such as Gojek, which was initially only an application that sold services (delivering or picking up customers) but over time Gojek added its features and provided a lot of inspiration and motivation to other *business actors* (Koskinen et al., 2019) . There

are many opportunities for MSMEs to market their products online, not only limited to social media. (Resti O, Illahi A, 2023).

Many studies have discussed the importance of using technology for MSMEs, including research by Abdi R, Suharti L, et al., (2022) which states that motivation that comes from within/internal and technological knowledge has a significant positive influence on the digital readiness of MSMEs. Micro, Small and Medium Enterprises (MSMEs) in Indonesia benefit greatly from the digital era. The application of digitalization to Indonesian MSMEs is very important to implement in order to develop and compete with other countries, and digital readiness is one of the keys to success in global competition that cannot be avoided. (Abdi et al., 2022).

Agarwal, A. and Ojha, R. (2022) research entitled Prioritising the determinants of Industry-4.0 for implementation in MSME in the post-pandemic period – a quality function deployment analysis found that Micro, Small, Medium Enterprises (MSMEs) cannot help but witness the acceleration of transformation with the emergence of Industry-4.0 (I4.0) in the post-pandemic period. This certainly requires responsiveness to customers, competitiveness, growth and promising business sustainability, thus encouraging its integration into MSMEs. Therefore, it is very important for researchers to explore the challenges of Industry 4.0 and its specific implementation requirements and provide useful insights for MSME actors. (Agarwal and Ojha, 2022).

The research of Flores, MdRD, García, MLS and Zevallos, EEC (2022) on "The Systemic Competitiveness of Latin American MSMEs Under COVID-19" concluded that competitiveness is certainly important for business continuity. This requires public policy design that considers the situation of MSMEs as important in reducing poverty and unemployment. Although MSMEs have several advantages at the micro level, they need to receive direct support so that they can survive and make productive and technological investments. (Flores et al., 2022).

Pandya, D., Kumar, et al. in their research stated that it is very important for micro, small and medium enterprises (MSMEs) to implement several of the most important Industry 4.0 (I4.0) technologies from the use of technology. namely to obtain maximum benefits from continued purchases. (Pandya et al., 2023). Martini et al. in their research stated that MSMEs who organize online sales or Digital Marketing have higher finances compared to those who do not. The results also show that the positive impact of digital marketing on financial performance is greater in MSMEs with fewer workers compared to MSMEs with more workers. (Martini, et al. (2023).

From several studies above, it can be seen that there are several challenges for MSMEs in industry 4.0 such as MSME management, lack of resources, transition costs, business competitiveness, digitalization and knowledge and skills that are less supportive, therefore MSMEs must have knowledge or update knowledge about information technology that utilizes the internet network or what is often called Digital Marketing so that they can compete in global competition and of course will greatly affect MSME income.

It is very important for MSMEs to implement the use of technology, especially in digital marketing or what is often called digital marketing.

The development of technology and the increasingly widespread internet penetration, opens up opportunities for Micro, Small, and Medium Enterprises (MSMEs), including MSMEs in Padang Panjang to participate in the global market more easily. Padang Panjang is nicknamed the Veranda of Mecca City in West Sumatra. The nickname of Veranda of Mecca is not only owned by Aceh as a province that implements Islamic law. Padang Panjang also has a similar nickname because this 23.0 kilometer city is also famous for its religious community life and there are many religious schools ranging from Islamic boarding schools, junior high schools and Islamic high schools. This city is also known as the birthplace of the scholar Buya Hamka and national hero HR Rasuna Said. In the past, this city played a role as a gateway for trade in the Central Sumatra region.

Over the past three years, MSMEs in Padang Panjang have continued to grow and expand. The increase in the number of MSMEs was discovered after data collection was conducted by the Cooperatives and Trade Service in collaboration with BPS. The following is MSME data from 2019-2021:

Table 1. Number of Micro, Small and Medium Enterprises (MSMEs) According to District in Padang Panjang City

Subdistrict	Number of Micro, Small and Medium Enterprises (MSMEs) According to District in Padang Panjang City		
	2019	2020	2021
East Padang Panjang	5077	4404	4848
West Padang Panjang	9029	8040	8840

Source: Central Statistics Agency of Padang Panjang City, 2022

The UMKM that has been recorded by BPS is 13,688 UMKM located in East Padang Panjang and West Padang Panjang. UMKM in Padang Panjang City has implemented Digital Marketing to promote and market their products through social media and online marketing. in Padang Panjang such as shopee, tiktok, gojek, maxim and kombiku (Sari, 2022) . However, there are several MSMEs in Padang Panjang that only trade in traditional markets. This is because the business actors are still engaged in by parents or elderly people who do not understand current technology (Putri et al., 2023) . This certainly causes a difference in income from the sales results of MSMEs that have implemented online transactions and MSMEs that have not implemented it. Based on the description above, the author examines the Influence of Digital Marketing on Increasing MSME Income in Padang Panjang.

METHODS

This study uses a quantitative method with a descriptive approach, and utilizes statistical analysis using SPSS software version 25. The research was conducted in June – July 2023, located in Padang Panjang. The object of the research is MSME actors in Padang Panjang.

The population or object that is the focus of the research is the MSMEs listed in Central Statistics Agency (BPS) with a population of 13,688. The determination of the sample in this study was selected using the Slovin method formula, namely (Pawirosumarto et al., 2017) :

$$n = \frac{N}{1 + Ne^2}$$

So that you get the results:

$$n = \frac{13.688}{1 + 13.688(0,10)^2}$$

$$n = \frac{13.688}{137,88}$$

$$n = \frac{13.688}{1 + 13.688(0,10)^2}$$

$$= 99.27 \text{ (rounded to 100)}$$

Information:

n = Number of samples required

N = Population size

e = level sampling error (sampling error)

The method applied for data collection in this study is the primary data method . Primary data is obtained directly from the first source by researchers related to the variables studied. Data collection techniques that will be used in this study are through the use of questionnaires and documentation.

RESULT AND DISCUSSION

RESULT

Classification Respondents based on Business Type is a procedure that allows researchers to identify the number of respondents related to the type of business, researchers can find out respondents with the highest type of business. The classification of respondents according to type of business:

Table 2. Respondent Profile Based on Business Type

Type of business	Number of Respondents	Presentation
Culinary	73	73%
Fashion	27	27%
Total	100	100%

Source: Processed data, 2023

The data in the table shows that respondents involved in the culinary business type are 73 people (73%), while those involved in the *Fashion Shop business* are 27 people (27%). Therefore, it can be concluded that the largest number of respondents are those involved in the culinary business, as many as 73 people with a percentage of 73%.

Classification of respondents based on monthly income provides a useful overview to

identify the number of respondents with the highest income. In this context, the grouping of respondents based on monthly income is as follows:

Table 3. Respondent Profile According to Monthly Income

Monthly Income	Number of Respondents	Presentation
Under Rp. 2,000,000	5	5%
Rp. 2,000,000 - Rp. 5,000,000	44	44%
Rp. 5,000,000 - Rp. 10,000,000	39	39%
More than Rp. 10,000,000	12	12%
Total	100	100

Source: Processed data, 2023

From the data in the table, it can be seen that as many as 5 respondents (5%) have income below Rp. 2,000,000, 44 respondents (44%) have income between Rp. 2,000,000 to Rp. 5,000,000, 39 respondents (39%) have income between Rp. 5,000,000 to Rp. 10,000,000, and 12 respondents (12%) have income above Rp. 10,000,000. Therefore, it can be concluded that the majority of respondents, namely 44 people (44%) have income in the range of Rp. 2,000,000 to Rp. 5,000,000.

Table 4. Validity Test Results

Variables	Item Code	R Hit un g	R Table	Information
Digital Marketing (x)	X1	0.554	0.196	Valid
	X2	0.533	0.196	Valid
	X3	0.605	0.196	Valid
	X4	0.464	0.196	Valid
	X5	0.572	0.196	Valid
	X6	0.665	0.196	Valid
	X7	0.649	0.196	Valid
	X8	0.424	0.196	Valid
Income (Y)	Y1	0.586	0.196	Valid
	Y2	0.754	0.196	Valid
	Y3	0.823	0.1966	Valid
	Y4	0.726	0.196	Valid
	Y5	0.684	0.196	Valid
	Y6	0.751	0.196	Valid
	Y7	0.779	0.196	Valid
	Y8	0.634	0.196	Valid
	Y9	0.754	0.196	Valid
	Y10	0.823	0.196	Valid

Source: SPSS 25 data processed in 2023

Based on the table above, it was found that the calculated r value exceeded or was greater than the r table value, which was 0.196, so according to the basis for decision making in the validity test using *product moment person correlation analysis*, it was concluded that all

questions in the research questionnaire were declared valid.

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Information
Digital Marketing (X)	0.830	Reliable
Income (Y)	0.924	Reliable

Source: SPSS 25 Data processed, 2023

Based on the results in the table, it shows that: *The Cronbach's Alpha* value obtained from the questions in the Digital Marketing variable (x) is 0.830 or more than 0.60, so in accordance with the basis for decision making in the reliability test, it is concluded that the questions in the Digital Marketing variable (X) can be considered consistent or reliable.

The Cronbach's Alpha value of the question on the UMKM income variable (Y) is 0.924 or greater than 0.60. By referring to the basis for decision making in the reliability test, it can be concluded that the questions on the UMKM Income variable (Y) are stated to be reliable or consistent.

Classical Assumption Test

Normality Test

The test used is the Kolmogorov Smirnov test. In the context of the regression model, the criteria are as follows: if the test results are significant with a value below 0.05, then there is a significant difference/data does not follow a normal distribution. Conversely, if the test results are significant with a value above 0.05, then there is no significant difference or the data is normally distributed (follows a normal distribution).

Table 6. Normality Test Results

Unstandardized residual		
N		100
Normal Parameters	mean	.0000000
	Std. Deviation	5.06292760
	Absolute	.088
	Positive	0.88
	Negative	-.78
Test Statistics		.088
Asymp.sig.(2-tailed)		.056 ^c

- Test distribution is Normal
- Calculated from data
- Lilliefors Significance Correction

Source: data processed by the author using SPSS 25, 2023

Based on the results of the normality test conducted using the one-sample Kolmogorov-Smirnov method in the table above, it was found that the residual value of the dependent variable and the independent variable in the sample (N) of 100 MSMEs was 0.056. Therefore, it can be concluded that the data used in this study is normally distributed because the residual value is greater than or exceeds the significance of 0.05 or 0.056. This shows that the regression model can be applied for hypothesis testing.

Linearity Test

Table 7. Linearity Test ANOVA Table

		Sum of Squares	Df	Mean Square	F	Sig.
Y*X	Between Group (Combined)	1666.276	15	111,085	4.774	.000
	Linearity	1083.300	1	1083.300	46,553	.000
	Deviation from Linearity	582,977	14	41,641	1,789	.054
	Within Groups	1954.714	84	23,270		
	Total	3620.990	99			

The results of the analysis show that the F value is 1.789 with a significance of 0.054. The interpretation process of the analysis results can be done by:

- 1) Formulate a hypothesis:
 Ho: Linear regression model
 H1: The regression model is non-linear
- 2) Setting the level of significance (e.g. $\alpha = .05$)
- 3) Comparing the significance level set with the significance obtained from the analysis (Sig.) If $\alpha < \text{Sig.}$, then Ho is accepted, which means the regression is linear. However, if $\alpha \geq \text{Sig.}$, then H1 is accepted, which means the regression model is not linear. In this case, the analysis results show that $\text{sig.}(0.054) > \alpha (0.05)$, so Ho is accepted, which means the regression model is linear.

Homogeneity Test

The homogeneity test is a test that aims to determine whether or not the variances of two or more data distributions are similar. This test is conducted to determine whether the data in variables X and Y have homogeneous variance or not. Homogeneity tests are usually carried out as a requirement in data analysis/statistical analysis using the Independent T-Test and ANOVA techniques.

Table 8. Homogeneity Test

	Levene Statistics	df1	df2	Sig.
Based on Mean	3.394	1	198	.067
Based on Median	3.178	1	198	.076
Based on Median and with adjusted df	3.178	1	175,959	.076
Based on trimmed mean	3.093	1	198	.080

Based on the results of the homogeneity test calculation, a significance value of 0.067 was obtained. Because the significance value of 0.067 is greater than 0.05, the conclusion that can be drawn is that the data distribution is homogeneous.

Simple Linear Regression

Simple Linear Regression is used to determine whether or not there is an influence

between Digital Marketing variables on income. Simple regression was conducted to test the level of truth of the hypothesis proposed in this study.

Simple Regression Test Results Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients		T	sig
	B	Std.Error	Beta		
1 (Constant)	13.204	4.483		2,946	.004
Digital Marketing	0.839	0.130	.547	6,468	.000

Dependent Variable Income

Source: Data processed by the author using SPSS 25, 2023

In the output, the coefficient values for the regression equation are stated. The simple regression equation used is:

$Y = a + bX$, with the following information:

Y = MSME Income

X = Online Transactions

a = Constant Value

b = regression coefficient

The regression equation model is obtained as follows:

$$Y = 13.204 + 0.839 X$$

In the simple linear regression equation coefficient model, it can be interpreted that the regression coefficient for a constant of 13,204 identifies that if the MSME income variable is zero or fixed, there will be an increase in the Digital Marketing variable of 13,204 units or around 13.204%.

Then the Digital Marketing variable with a coefficient of 0.839 shows that if the Digital Marketing variable increases by 1 unit, there will be an increase in MSME income of 0.839 units or around 0.839%.

T-test

The T test is used to test the influence of the independent variable (X), namely Digital Marketing, where the independent or free variable has a significant influence on the dependent variable (Y), namely MSME income. A variable is said to have a partial influence if it has a significance value (Sig.) That is smaller than the probability value (α) of 0.05 . In addition, the variable is also considered to have a partial influence if the t-count value obtained is greater than the t-table value. So by testing the t-count against the t-table and comparing it with the predetermined significance level (α), we can determine whether the Digital Marketing variable has a significant influence on MSME income partially or not.

Table 9. T-Test Results

Model	Unstandardized	Standardized	T	Sig
	Coefficients	Coefficients		
	B	Std.Error	Beta	
1 (Constant)	13.204	4.483		.004
Digital Marketing	.839	.130	.547	.000

Dependent Variable: MSME Income

Source: Data processed by the author using SPSS 25, 2023

Based on the data in the table above, the Sig. Value for the Digital Marketing variable (X) is recorded at 0.000, which is smaller than 0.05. In addition, the t-count value is 6.468, which is higher than the t-table value of 0.196.

Based on these results, in accordance with the basis for decision making which states that when the Sig. value obtained in the partial t-test is less than 0.05 and the t-count value is greater than the t-table of 0.196, it is concluded that H1 Digital Marketing in this study is accepted. This means that, partially, Digital Marketing has a positive and significant influence on MSME income. The significant value (X) is 0.000, which is a significant value less than 0.025. Therefore, it can be concluded that Digital Marketing has a positive and significant influence on MSME income in Padang Panjang.

Determination Test (R square)

The Determination Test is used to calculate the extent to which the model is able to display variations in the dependent variable. The value of the coefficient of determination is expressed between zero and one. A small value of R^2 means that the capabilities of the dependent variables are very limited.

Table 10. Determination Test Results (R square)

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.547 ^a	.299	.292		5,089

a. Predictors: (Constant), Online Transactions

b. Dependent Variable: Income

Source: Data processed by the author using SPSS 25, 2023

Based on the table above, the coefficient of determination is 0.292 or 29.2%.

DISCUSSION

The results of the t-test for the digital marketing variable show that the Sig. value is 0.000 or less than 0.05. In addition, the t-count value is 6.468 or greater than the t-table value of 0.196. Based on these findings, and in accordance with the basis for decision making which states that the Sig. value obtained during the partial t-test is less than 0.05 and has a t-count value of 47 which is greater than the t-table value of 0.196. Based on these findings, it can be concluded that partially, digital marketing has a positive and significant influence on the income of Micro, Small, and Medium Enterprises (MSMEs).

The results of the study show that the digital marketing variable has a positive regression coefficient of 0.839. The level of significance is $0.000 < 0.05$, which means that digital marketing has an effect on MSME income. This means that the H1 statement is accepted. It can be concluded that digital marketing has a significant influence on MSME income. This indicates that the better the use of digital marketing, the more it can increase MSME income.

Digital marketing is an activity of marketing or promoting a brand or product using digital media or the internet. (Rachmadi T, 2020). Income is income obtained from business or work. Technological changes felt by the community, then digital marketing will become a tool that can help in the economic world that has entered this digital era. This statement is in line with the theory of innovation diffusion, where innovation in the economic field, especially in marketing such as digital marketing, can help increase MSME income by utilizing existing technological advances.

CONCLUSION

Based on the results of the regression analysis and determination coefficient, it can be concluded that Digital Marketing has a positive and significant influence on increasing the income of Micro, Small and Medium Enterprises. (MSMEs) in Padang Panjang. The results of the analysis show that $R = 0.547$ and R^2 (Square) = 0.299. So it can be seen that the influence of Digital Marketing is 29.2% on increasing MSME income in Padang Panjang. This means that the better the Digital Marketing carried out by MSMEs, the greater the likelihood that income will increase.

From the results of research on the Influence of Digital Marketing on Increasing MSME Income in Padang Panjang, it can be seen that there is an impact from the use of digital marketing. The existence of digital marketing in the world of economics can increase the income of MSMEs in Padang Panjang. With the advancement of technology and the rapid competition in buying and selling, especially in the city of Padang Panjang, producers and consumers get information quickly and easily.

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First publication right:

El-kahfi: Journal Of Islamics Economics

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