

# The Influence of Electronic Word of Mouth (E-Wom) on Brand Trust and Brand Image on Purchasing Decisions for OMG (Oh My Glow) Products in the City Bima

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## Abstract

This study aims to examine the influence of marketing capability and digital marketing on the marketing performance of MSMEs in Bolo District, Bima Regency. The study employed a quantitative approach using multiple linear regression analysis to determine the partial and simultaneous effects of the independent variables on marketing performance. The results indicate that marketing capability does not have a positive and significant effect on marketing performance. This finding suggests that the marketing capabilities possessed by MSME actors have not been sufficiently effective in directly improving business performance. In contrast, digital marketing has a positive and significant effect on marketing performance, indicating that the effective use of social media, digital communication platforms, online promotion, and other digital channels can improve market reach, customer engagement, and business performance. Furthermore, marketing capability and digital marketing simultaneously have a positive and significant effect on marketing performance. These findings emphasize the importance of integrating marketing capabilities with effective digital marketing practices. Therefore, MSME development programs should strengthen both practical marketing competencies and digital skills to improve the competitiveness and sustainable performance of MSMEs in Bolo District, Bima Regency.

## Keywords

Marketing Capability, Digital Marketing, Marketing Performance, MSMEs



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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute an important component of regional and national economic development. Beyond generating employment and household income, MSMEs contribute to the distribution of economic activities and strengthen the resilience of local economies. Their development is therefore closely associated with efforts to improve community welfare and promote inclusive economic growth. However, the increasingly competitive business environment has created new challenges for MSMEs, particularly in maintaining market access, attracting customers, and improving

marketing performance. In this context, MSMEs need not only adequate financial and operational resources but also strong marketing capabilities and the ability to utilize digital technologies effectively.

The importance of MSMEs is particularly relevant in Kabupaten Bima, where economic development continues to face several challenges. *Kabupaten Bima Dalam Angka 2023* provides comprehensive information regarding the demographic, social, and economic conditions of the region and serves as an important basis for understanding the local development context (Badan Pusat Statistik Kabupaten Bima, 2023). The economic conditions of the regency indicate the need for strengthening productive economic sectors that can create employment opportunities and increase household income. In this regard, MSME development represents a strategic avenue for supporting local economic activity. Strengthening MSMEs, however, requires more than increasing the number of business units; it also requires improving their ability to compete and respond to changing consumer behavior.

One of the major changes affecting MSMEs is the transformation of marketing from conventional approaches toward digital-based marketing. Digital marketing enables businesses to communicate with customers through social media, e-commerce platforms, websites, messaging applications, and other digital channels. Compared with conventional marketing, digital marketing provides opportunities for MSMEs to reach broader markets with relatively flexible costs while also facilitating direct interaction with customers. Digital platforms can further support product visibility, customer engagement, promotional activities, and the collection of market information. Wu, Botella-Carrubi, and Blanco-González-Tejero (2024) found that digital marketing strategies are associated with SME performance, while innovativeness, proactiveness, and managerial capabilities play important roles in the adoption of digital marketing strategies.

Nevertheless, the use of digital technology alone does not automatically guarantee improved marketing performance. MSMEs need appropriate marketing capabilities to transform digital resources into effective marketing activities. Marketing capability refers to an organization's ability to understand market and customer needs, develop products and services that correspond to market demand, determine appropriate prices, establish customer relationships, manage branding, and implement effective promotional strategies. Previous research demonstrates that marketing capabilities are important determinants of SME performance. O'Dwyer, Gilmore, and Carson (2011), for example, found that marketing capabilities related to branding and innovation contribute significantly to SME performance. Similarly,

marketing capabilities have been shown to function as important mechanisms through which firms translate strategic orientations and resources into improved performance.

The relationship between marketing capability and digital marketing is particularly important because digital transformation requires businesses to possess both technological resources and managerial capabilities. Digital technology can facilitate the development of marketing management capabilities by improving information quality, customer interaction, and service convenience. In turn, stronger marketing capabilities can help SMEs utilize digital technologies more strategically rather than merely using them as communication tools (Jones, Rowley, & Macpherson, 2017). Recent empirical evidence also confirms that digital marketing capabilities can contribute to SME performance beyond the contribution of conventional customer relationship management capabilities, particularly when businesses possess adequate knowledge of current and potential customer needs.

This issue is highly relevant to MSMEs in Bolo District, Kabupaten Bima. The district has considerable potential for MSME development across trading, culinary businesses, agriculture, livestock, and household industries. However, preliminary observations indicate that many MSME actors still rely heavily on conventional marketing practices, including direct selling and word-of-mouth promotion. Although some business owners have social media accounts, particularly WhatsApp and Facebook, these platforms are not always utilized strategically for marketing. Their use is often limited to communication with existing customers rather than systematic promotional activities, content development, customer engagement, or paid digital advertising. Furthermore, some MSMEs have not yet utilized marketplaces such as Shopee and Tokopedia, resulting in market coverage that remains largely concentrated around their immediate geographical areas.

From the perspective of marketing capability, preliminary observations also suggest that some MSME actors have limited ability to formulate systematic pricing, promotional, customer relationship, and market development strategies. These limitations may affect their ability to respond to changing consumer preferences and increasingly intense competition. Consequently, sales growth and market expansion may remain relatively stagnant. Such conditions indicate that the problem faced by MSMEs in Bolo is not simply a lack of access to digital platforms, but also a potential gap in the capability to manage and utilize those platforms effectively.

Previous empirical research provides support for examining these relationships. Sudirjo et al. (2023), in a study involving 384 MSMEs in West Java, found that

marketing capabilities and digital marketing had significant positive effects on MSME marketing performance. The study also indicated that digital marketing could mediate the relationship between marketing capabilities and marketing performance. Research on SMEs in other contexts likewise indicates that online marketing capabilities can contribute to business performance, although their effectiveness depends on how firms combine digital capabilities with market-oriented strategies. These findings suggest that marketing capability and digital marketing should be considered together when examining MSME marketing performance.

However, empirical evidence from West Java and other regions cannot necessarily be generalized to MSMEs operating in Bolo District, Kabupaten Bima, because local economic conditions, technological adoption, consumer characteristics, business scale, and entrepreneurial capabilities may differ. This creates a contextual gap that warrants further investigation. Therefore, this study examines the influence of marketing capability and digital marketing on the marketing performance of MSMEs in Bolo District, Kabupaten Bima. Specifically, the study analyzes the partial effects of marketing capability and digital marketing on marketing performance and examines their simultaneous effect. The findings are expected to contribute empirically to the literature on MSME marketing and provide practical input for MSME actors and local government in designing strategies to strengthen marketing capabilities, optimize digital marketing utilization, expand market reach, and improve the competitiveness and marketing performance of MSMEs in Kabupaten Bima.

## **METHODS**

This study employed a quantitative research approach with an associative design to examine the influence of marketing capability and digital marketing on the marketing performance of Micro, Small, and Medium Enterprises (MSMEs) in Bolo District, Bima Regency. Quantitative research is appropriate when the objective is to measure relationships among variables and test hypotheses using statistical procedures. According to Sugiyono (2019), associative research aims to identify and analyze the relationship or influence between two or more variables. In this study, marketing capability was treated as the first independent variable (X1), digital marketing as the second independent variable (X2), and marketing performance as the dependent variable (Y). The data obtained from respondents were processed and analyzed using Statistical Package for Social Sciences (SPSS) version 22.

The research instrument used in this study was a structured questionnaire developed based on indicators derived from previous literature related to marketing

capability, digital marketing, and marketing performance. A questionnaire is considered one of the most effective instruments for collecting quantitative data because it enables researchers to obtain standardized information from a large number of respondents (Sugiyono, 2020). The questionnaire employed a five-point Likert scale to measure respondents' perceptions and opinions regarding the variables under investigation. The response categories ranged from "Strongly Disagree" (1), "Disagree" (2), "Neutral" (3), "Agree" (4), to "Strongly Agree" (5). The use of the Likert scale allowed the researcher to quantify attitudes and perceptions systematically, facilitating subsequent statistical analysis.

The population of this study consisted of consumers who had purchased products from MSMEs in Bolo District, Bima Regency. Since the exact number of consumers was unknown, the study adopted an unknown population approach. For populations whose size cannot be accurately determined, Wibisono (2012) suggests using a sample size formula based on confidence level and margin of error. By applying a confidence level of 95% ( $Z = 1.96$ ) and an error tolerance of 5%, the minimum sample size required was calculated to be approximately 96 respondents. Therefore, the study involved 96 respondents who met the established sampling criteria.

The sampling technique employed was purposive sampling. According to Sugiyono (2016), purposive sampling is a non-probability sampling technique in which respondents are selected based on specific considerations relevant to the research objectives. The criteria established in this study were: (1) respondents must have experience purchasing products from MSMEs in Bolo District, and (2) respondents must be at least 17 years old, as individuals within this age group are generally considered capable of understanding and responding to questionnaire items appropriately. This sampling technique was selected because it enabled the researcher to obtain information from respondents who possessed relevant experience related to the phenomenon being investigated.

The research was conducted in Bolo District, Bima Regency, West Nusa Tenggara Province, Indonesia. This location was selected because it has a growing MSME sector operating in various business fields, including trade, culinary businesses, agriculture, livestock, and household industries. Despite its economic potential, many MSMEs in the area still face challenges related to marketing capability development and digital technology utilization. Consequently, Bolo District represents an appropriate setting for examining factors influencing MSME marketing performance.

Data collection was carried out using three complementary techniques: observation, questionnaires, and literature review. Observation was conducted to obtain preliminary information regarding the marketing practices of MSMEs and to understand the context of the research setting. According to Sugiyono (2020), observation enables researchers to gather information directly from the field and gain a comprehensive understanding of the phenomena being studied. The primary data collection method was the questionnaire, which was distributed directly to respondents who met the sampling criteria. Through the questionnaire, respondents were asked to evaluate statements related to marketing capability, digital marketing, and marketing performance using the Likert scale. In addition, a literature review was conducted to support the theoretical foundation of the study. Relevant books, journal articles, government reports, and previous empirical studies were reviewed to strengthen the conceptual framework and support the interpretation of findings.

Prior to hypothesis testing, several statistical tests were conducted to ensure the quality of the research instrument and the suitability of the data for regression analysis. Instrument validity was assessed using the product-moment correlation method. According to Sugiyono (2016), an item is considered valid if the correlation coefficient exceeds the minimum acceptable threshold, commonly set at 0.30. Reliability testing was conducted using Cronbach's Alpha coefficient. Ghazali (2013) states that a research instrument is considered reliable when the Cronbach's Alpha value exceeds 0.60, indicating consistency in measuring the intended construct.

Furthermore, classical assumption tests were performed to verify the appropriateness of multiple linear regression analysis. These tests included normality, heteroscedasticity, multicollinearity, and autocorrelation tests. The normality test was conducted to determine whether the data were normally distributed (Ghozali, 2016). The heteroscedasticity test was used to identify whether the variance of residuals remained constant across observations. Multicollinearity testing was performed by examining tolerance values and Variance Inflation Factor (VIF) values, where tolerance values greater than 0.10 and VIF values below 10 indicate the absence of multicollinearity (Ghozali, 2016). In addition, the autocorrelation test was conducted to ensure that residual errors were independent across observations (Ghozali, 2017). To test the proposed hypotheses, multiple linear regression analysis was employed. The regression model used in this study can be expressed as:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

where Y represents marketing performance, a represents the constant,  $\beta_1$  and  $\beta_2$  represent regression coefficients, X1 represents marketing capability, X2 represents digital marketing, and e represents the error term. Multiple linear regression was chosen because it enables the simultaneous examination of the effects of more than one independent variable on a dependent variable (Sugiyono, 2019). In addition, the study utilized correlation analysis (R) to measure the strength of the relationship between variables and the coefficient of determination ( $R^2$ ) to determine the proportion of variance in marketing performance explained by marketing capability and digital marketing. Hypothesis testing was conducted using t-tests to examine the partial effects of each independent variable and F-tests to evaluate the simultaneous effects of the independent variables on marketing performance. A significance level of 5% ( $\alpha = 0.05$ ) was applied throughout the analysis. The results of these statistical procedures were expected to provide empirical evidence regarding the influence of marketing capability and digital marketing on the marketing performance of MSMEs in Bolo District, Bima Regency.

## FINDINGS AND DISCUSSION

### Validity Test

|                           | Item | R count | R table | note  |
|---------------------------|------|---------|---------|-------|
| Marketing Capability (X1) | 1    | 0.898   | 0.300   | Valid |
|                           | 2    | 0.874   | 0.300   | Valid |
|                           | 3    | 0.910   | 0.300   | Valid |
|                           | 4    | 0.874   | 0.300   | Valid |
|                           | 5    | 0.876   | 0.300   | Valid |
|                           | 6    | 0.885   | 0.300   | Valid |

Source: primary data, SPSS 2026

Based on the results of the validity test above, all statement items in the Marketing Capability variable (X1) have a calculated r value > r table (0.3000). Therefore, all statement items are declared valid and can be used as research instruments because they are able to measure the variables being studied well.

|                        | Item | R count | R table | note  |
|------------------------|------|---------|---------|-------|
| Digital Marketing (X2) | 1    | 0.874   | 0.300   | Valid |
|                        | 2    | 0.892   | 0.300   | Valid |
|                        | 3    | 0.861   | 0.300   | Valid |
|                        | 4    | 0.859   | 0.300   | Valid |
|                        | 5    | 0.872   | 0.300   | Valid |
|                        | 6    | 0.829   | 0.300   | Valid |

Source: primary data, SPSS 2026

Based on the results of the validity test above, all statement items in the Digital Marketing variable (X2) have a calculated  $r$  value  $> r$  table (0.3000). Therefore, all statement items are declared valid and can be used as research instruments because they are able to measure the variables being studied well.

|                           | Item | R count | R table | note  |
|---------------------------|------|---------|---------|-------|
| Marketing Performance (Y) | 1    | 0.844   | 0.300   | Valid |
|                           | 2    | 0.866   | 0.300   | Valid |
|                           | 3    | 0.848   | 0.300   | Valid |
|                           | 4    | 0.856   | 0.300   | Valid |
|                           | 5    | 0.868   | 0.300   | Valid |
|                           | 6    | 0.813   | 0.300   | Valid |

Source: primary data, SPSS 2026

Based on the results of the validity test above, all statement items in the Marketing Performance variable (Y) have a calculated  $r$  value  $> r$  table (0.3000). Therefore, all statement items are declared valid and can be used as research instruments because they are able to measure the variables being studied well.

#### Reliability Test

| variables              | Number of items | Cronbach's | standard | note     |
|------------------------|-----------------|------------|----------|----------|
| Marketing Capabilities | 6               | 0.944      | 0.600    | Reliable |
| Digital Marketing      | 6               | 0.932      | 0.600    | Reliable |
| Marketing Performance  | 6               | 0.922      | 0.600    | Reliable |

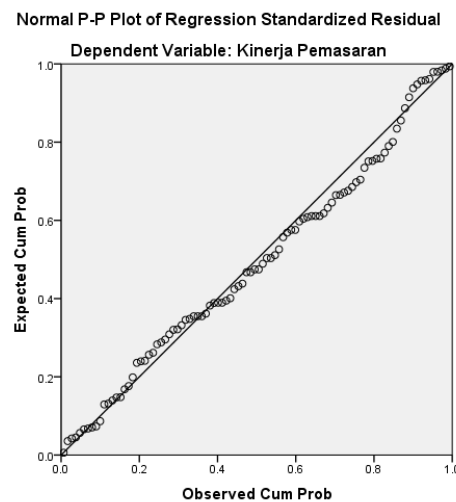
Source: primary data, SPSS 2026

Based on the table above, the results of the reliability test for each item of the research instrument statement on the Marketing Capability, Digital Marketing, and Marketing Performance variables can be said to be reliable because they are above the reliability standard, namely  $>0.600$ .

#### Classical Assumption Test

##### Normality Test





Source: primary data, SPSS 2026

The image above shows that the normal PP Regression Standardized Residual graph describes the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression model used in this study meets the assumption of normality.

| One-Sample Kolmogorov-Smirnov Test                 |                    |                         |
|----------------------------------------------------|--------------------|-------------------------|
|                                                    |                    | Unstandardized Residual |
| N                                                  |                    | 96                      |
| Normal Parameters <sup>a,b</sup>                   | Mean               | .0000000                |
|                                                    | Standard Deviation | 2.71799019              |
| Most Extreme Differences                           | Absolute           | .065                    |
|                                                    | Positive           | .065                    |
|                                                    | Negative           | -.046                   |
| Test Statistics                                    |                    | .065                    |
| Asymp. Sig. (2-tailed)                             |                    | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                    |                         |
| b. Calculated from data.                           |                    |                         |
| c. Lilliefors Significance Correction.             |                    |                         |
| d. This is a lower bound of the true significance. |                    |                         |

Source: primary data, SPSS 2026

Based on the results of the Kolmogorov-Smirnov test above, the Asymp.Sig value is >0.05 (0.200 >0.05), indicating that the data in this study are normally distributed and the regression model is suitable for predicting the dependent variable, namely Marketing Performance, based on the input of independent

variables, namely Marketing Capability and Digital Marketing. Therefore, the research data is suitable for use as research.

### Multicollinearity Test

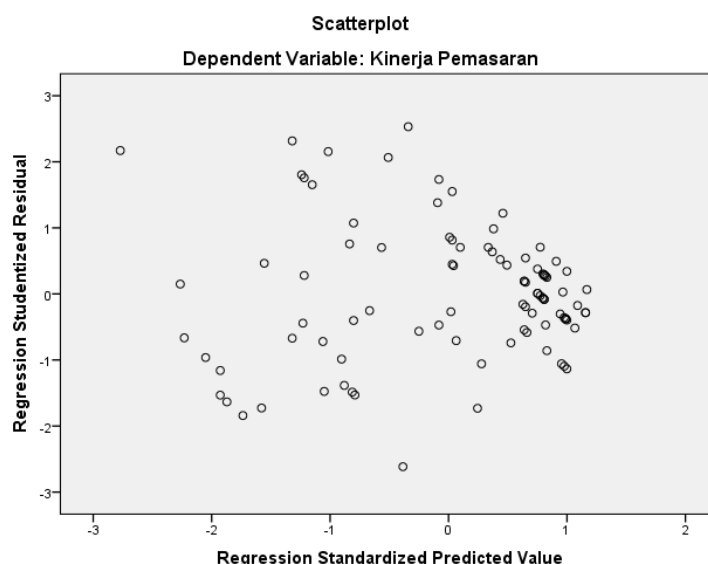
| Coefficients <sup>a</sup> |                        |                             |            |                           |       |      |                         |       |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| Model                     |                        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|                           |                        | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1                         | (Constant)             | 5,875                       | 1,238      |                           | 4,746 | .000 |                         |       |
|                           | Marketing Capabilities | .050                        | .080       | .062                      | .622  | .536 | .292                    | 3,422 |
|                           | Digital Marketing      | .748                        | .094       | .799                      | 7,971 | .000 | .292                    | 3,422 |

a. Dependent Variable: Marketing Performance

Source: primary data, SPSS 2026

Based on the Tolerance and VIF values in the table above, it can be concluded that there are no symptoms of multicollinearity. Because the Tolerance value for the Marketing Capability and Digital Marketing variables is  $0.292 > 0.10$  and the VIF value is  $3.422 < 10$ , it can be concluded that there are no symptoms of multicollinearity in the regression model.

### Heteroscedasticity Test



Source: primary data, SPSS 2026

The image above shows that the data is free from heteroscedasticity. Because the points are evenly distributed above and below zero and do not form a specific pattern, the data is said to be free from heteroscedasticity.

## Autocorrelation Test

| Model Summary                                                      |       |          |                   |                                |               |
|--------------------------------------------------------------------|-------|----------|-------------------|--------------------------------|---------------|
| Model                                                              | R     | R Square | Adjusted R Square | Standard Error of the Estimate | Durbin-Watson |
| 1                                                                  | .852a | .727     | .721              | 2.74706                        | 1,709         |
| a. Predictors: (Constant), Digital Marketing, Marketing Capability |       |          |                   |                                |               |
| b. Dependent Variable: Marketing Performance                       |       |          |                   |                                |               |

Source: primary data, SPSS 2026

Based on the table above, the Durbin Watson value is 1.709. With the number of respondents  $n = 96$  and the number of independent variables  $k = 2$ , the values of  $dl = 1.6307$  and  $du = 1.7152$  are obtained. This Durbin Watson value meets the criteria  $du < DW < 4-du$ , so  $1.7152 < 1.709 < 2.2848$ . Because the DW value of 1.709 is between  $du$  and  $4-du$ , it can be concluded that there is no autocorrelation in the regression model.

## Multiple Linear Regression Test

| Coefficients <sup>a</sup>                    |                        |                             |            |                           |       |      |
|----------------------------------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                                        |                        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                              |                        | B                           | Std. Error | Beta                      |       |      |
| 1                                            | (Constant)             | 5,875                       | 1,238      |                           | 4,746 | .000 |
|                                              | Marketing Capabilities | .050                        | .080       | .062                      | .622  | .536 |
|                                              | Digital Marketing      | .748                        | .094       | .799                      | 7,971 | .000 |
| a. Dependent Variable: Marketing Performance |                        |                             |            |                           |       |      |

Source: primary data, SPSS 2026

Based on the results of the multiple regression analysis, the regression equation is  $Y = 5.875 + 0.050X_1 + 0.748X_2 + e$ . The constant value of 5.875 indicates that when Marketing Capability and Digital Marketing are assumed to be zero, Marketing Performance has a value of 5.875. The regression coefficient for Marketing Capability ( $X_1$ ) is 0.050, indicating that every one-unit increase in Marketing Capability is associated with an increase in Marketing Performance of 0.050 units, assuming other variables remain constant. Meanwhile, the regression coefficient for Digital Marketing ( $X_2$ ) is 0.748, indicating that every one-unit increase in Digital Marketing is associated with an increase in Marketing Performance of 0.748 units, assuming other variables remain constant. Thus, the regression equation indicates that both Marketing Capability and Digital Marketing have positive relationships with

Marketing Performance, with Digital Marketing having the larger regression coefficient.

### Correlation Coefficient Test and Determination Coefficient Test

| Model Summary                                                      |       |          |                   |                                |                   |          |     |     |               |
|--------------------------------------------------------------------|-------|----------|-------------------|--------------------------------|-------------------|----------|-----|-----|---------------|
| Model                                                              | R     | R Square | Adjusted R Square | Standard Error of the Estimate | Change Statistics |          |     |     |               |
|                                                                    |       |          |                   |                                | R Square Change   | F Change | df1 | df2 | Sig. F Change |
| 1                                                                  | .852a | .727     | .721              | 2.74706                        | .727              | 123,646  | 2   | 93  | .000          |
| a. Predictors: (Constant), Digital Marketing, Marketing Capability |       |          |                   |                                |                   |          |     |     |               |

Source: primary data, SPSS 2026

Based on these results, the R value is 0.852, indicating an influence between Marketing Capability and Digital Marketing on Marketing Performance. To interpret the strength of this influence, the following table can be used as a guideline:

| Coefficient Interval | Relationship Level |
|----------------------|--------------------|
| 0.00 – 0.199         | Very Low           |
| 0.20 – 0.399         | Low                |
| 0.40 – 0.599         | Currently          |
| 0.60 – 0.799         | Strong             |
| 0.80 – 1,000         | Very strong        |

So the correlation between Marketing Capability and Digital Marketing on Marketing Performance is 0.852 which is in the interval 0.80 – 1.000 so that the relationship between variables is included in the Very Strong category.

### Determination Test

So there is an influence between Marketing Capability and Digital Marketing on Marketing Performance, the magnitude of this influence can be expressed quantitatively by testing the coefficient of determination and then obtaining a coefficient of determination (R Square) value of 0.727 or 72.7%. This shows that Marketing Performance is influenced by the Marketing Capability and Digital Marketing variables by 72.7%, while the remaining 27.3% is influenced by other variables not examined in this study such as Price, Product Quality, Service, Promotion, and other variables outside this research model.

### t-test

| Coefficients <sup>a</sup> |            |                             |            |                           |       |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant) | 5,875                       | 1,238      |                           | 4,746 | .000 |

|                                              |                        |      |      |      |       |      |
|----------------------------------------------|------------------------|------|------|------|-------|------|
|                                              | Marketing Capabilities | .050 | .080 | .062 | .622  | .536 |
|                                              | Digital Marketing      | .748 | .094 | .799 | 7,971 | .000 |
| a. Dependent Variable: Marketing Performance |                        |      |      |      |       |      |

Source: primary data, SPSS 2026

### **H1: Marketing Capability has a positive effect on Marketing Performance**

The sig value of Marketing Capability is  $0.536 > 0.05$  and the calculated t value is  $0.622 < t_{table} 1.985$ , so H1 is rejected. This means that Marketing Capability does not have a positive and significant effect on Marketing Performance. This indicates that a company's high or low marketing capabilities do not necessarily improve marketing performance. This is likely due to the marketing capabilities being implemented not being optimal in identifying market opportunities, building customer relationships, and adapting strategies to digital change. Therefore, marketing capabilities alone are insufficient to improve marketing performance without the support of effective digital media utilization. This study's findings contradict those of Ferdian & Mulyana (2023), which found that marketing capabilities significantly influence marketing performance.

### **H2: Digital Marketing has a positive effect on Marketing Performance**

It is known that the sig value of Digital Marketing is  $0.000 < 0.05$  and the calculated t value is  $7.971 > t_{table} 1.985$ , so H2 is accepted. This means that Digital Marketing has a positive and significant effect on Marketing Performance. This indicates that the better a company implements digital marketing, the higher its marketing performance. Positive digital marketing can increase market reach, facilitate interaction with consumers, build brand awareness, and accelerate the dissemination of product information. Therefore, digital marketing is a crucial factor influencing marketing performance in today's digital era. This study aligns with research by Pratama & Wijaya (2024), which states that digital marketing significantly impacts marketing performance.

### **F test**

| ANOVA                                        |            |                |    |             |         |       |
|----------------------------------------------|------------|----------------|----|-------------|---------|-------|
| Model                                        |            | Sum of Squares | df | Mean Square | F       | Sig.  |
| 1                                            | Regression | 1866,149       | 2  | 933,074     | 123,646 | .000b |
|                                              | Residual   | 701,810        | 93 | 7,546       |         |       |
|                                              | Total      | 2567.958       | 95 |             |         |       |
| a. Dependent Variable: Marketing Performance |            |                |    |             |         |       |

|                                                                      |
|----------------------------------------------------------------------|
| b. Predictors: (Constant), Digital Marketing, Marketing Capabilities |
|----------------------------------------------------------------------|

Source: primary data, SPSS 2026

**H3:Marketing Capabilities and Digital Marketing simultaneously influence Marketing Performance**

Based on the test results, the calculated F value was 123.646 with an F table value of 3.09 and a sig value of  $0.000 < 0.05$ . Therefore, it can be concluded that H3 is accepted, meaning there is a simultaneous influence between Marketing Capability and Digital Marketing on Marketing Performance. This shows that marketing performance is influenced not only by a company's marketing capabilities but also by the implementation of digital marketing. Strong marketing capabilities enable the company to identify market opportunities and build relationships with customers, while effective digital marketing expands market reach and accelerates information dissemination. The combination of strong marketing capabilities and an appropriate digital marketing strategy will drive overall marketing performance improvement. This research aligns with the findings of research by Saputra & Lestari (2023), which showed that marketing capabilities and digital marketing simultaneously have a positive and significant impact on marketing performance.

**CONCLUSION**

Based on the results of the study, several conclusions can be drawn regarding the influence of marketing capability and digital marketing on the marketing performance of MSMEs in Bolo District, Bima Regency. First, marketing capability does not have a positive and significant effect on marketing performance. This finding indicates that the marketing capabilities possessed by MSME actors in the research area have not been sufficiently effective in directly improving their marketing performance. Although marketing capability is theoretically important for understanding customer needs, developing products, determining prices, implementing promotional strategies, and maintaining customer relationships, its contribution may depend on how effectively these capabilities are implemented in actual business activities. The finding suggests that possessing basic marketing knowledge and skills alone may not be sufficient to generate substantial improvements in sales growth, customer acquisition, or market expansion. Other supporting factors, including technological utilization, business innovation, financial resources, and market conditions, may also influence the extent to which marketing capability contributes to performance.

Second, digital marketing has a positive and significant effect on marketing performance. This finding demonstrates that better implementation of digital marketing is associated with improved marketing performance among MSMEs in

Bolo District. The utilization of social media, digital communication platforms, online promotion, and other digital channels enables MSMEs to reach broader markets, communicate more effectively with customers, increase product visibility, and create opportunities for customer acquisition beyond their immediate geographical area. Therefore, strengthening the ability of MSME actors to utilize digital marketing strategically can become an important approach to improving business performance.

Third, marketing capability and digital marketing simultaneously have a positive and significant effect on marketing performance. This result indicates that although marketing capability alone does not produce a significant effect, its combination with digital marketing contributes significantly to changes in marketing performance. The finding emphasizes that MSME competitiveness should not rely solely on conventional marketing capabilities or digital technology independently. Instead, the integration of marketing knowledge, customer understanding, promotional capabilities, and effective digital technology utilization is essential for achieving better marketing outcomes. Overall, the findings highlight the strategic importance of strengthening digital marketing practices while simultaneously improving the marketing capabilities of MSME actors. For local government and relevant institutions, MSME development programs should therefore focus not only on general marketing training but also on practical digital marketing skills, including social media management, digital content creation, marketplace utilization, online customer engagement, and digital promotional strategies. Such integrated efforts are expected to support sustainable improvements in the marketing performance and competitiveness of MSMEs in Bolo District, Bima Regency.

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