

**THE INFLUENCE OF DIGITAL MARKETING ON MARKETING
PERFORMANCE MEDIATED BY ENTREPRENEURIAL ORIENTATION IN UC
MAKASSAR STUDENT BUSINESS(I)**

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ABSTRACT

This research aims to determine the influence of digital marketing on marketing performance mediated by the entrepreneurial orientation of UC Makassar students' businesses. This research used quantitative methods and obtained a total of 52 respondents who came from UC Makassar students and owned businesses. The analysis technique in this research uses partial least squares analysis techniques with the help of Smart PLS 3.0 software. The research results show that digital marketing variables positively and significantly affect entrepreneurial orientation. Furthermore, digital marketing also positively and significantly affects marketing performance. Then, entrepreneurial orientation has a positive and significant effect on marketing performance.



INTRODUCTION

Entrepreneurs are people who recognize their potential and learn to develop it to seize opportunities and organize businesses to realize their dreams. Entrepreneurship is the business world or business world that is related to exploiting opportunities, managing resources to gain profits Muchson (2017, 13). Currently, the entrepreneurship sector is experiencing quite rapid growth as evidenced by the large number of new businesses being opened both offline (shops and companies) and online. It can be seen that more and more people are interested in starting a business specifically among (i) UC Makassar students.

With the many platforms available and the easier it is for people to get the needs they want, this is encouraging the development of business today. In this era, a business is needed that has competitiveness and is able to survive in the industrial era 4.0 and good marketing is needed by taking advantage of current developments. The biggest change currently occurring is in the field of technology and information, people now cannot be separated from electronic devices and are even very dependent on gadgets (cellphones, laptops, etc.). The ease of accessing the internet coupled with the emergence of many social media (Facebook, Twitter, Instagram, etc.) has encouraged innovation in various fields, including in marketing a business. Before this era, entrepreneurs marketed products using conventional methods. Conventional marketing is a marketing strategy that uses physical tools and facilities such as installing billboards, giving brochures and interacting face to face. This conventional marketing strategy

tends to have a smaller target consumer reach, namely only in local areas. This is also a factor that causes products or services not to reach the right target consumers.

Marketing is a process so that entrepreneurs can fulfill, influence consumers so that they are interested, happy and then buy and ultimately satisfied with the products they buy HT Gitosudarmo (1999). In the current Industry 4.0 era and towards the current Society 5.0 era, technological developments are increasingly advanced and internet users are increasing. Of course, this will trigger changes in innovation and opportunities for entrepreneurs. Entrepreneurs must be quick and agile in carrying out business transformations, especially in marketing from conventional marketing to digital marketing. According to Chaffey and Chadwick (2016:11), Dedi Purwana (2017:2) basically digital marketing is a marketing activity that uses digital media using the internet which utilizes media in the form of the web, social media, e-mail, databases and digital TV. Currently, the era has entered a world that uses digital technology. If transformation is not carried out, it is likely that businesses will experience setbacks because consumers will leave behind.

Many business people have used their social media to promote their merchandise, and it has been proven that the response given has really helped the business development of today's entrepreneurs. Running a business requires proper marketing to achieve entrepreneurial goals. Business owners really need digital marketing in order to maintain their business and be the key to the success of a business today. Then, to measure the level of success of marketing, an appropriate assessment or what is usually called marketing performance is needed. Marketing performance is a measure of the achievements produced by a company or organization from its overall marketing activities. Marketing performance can also be viewed as a concept to measure the extent of the achievements of the products produced by the company (Bakti and Harun, 2011). Several studies (Ghezzi & Cavallo, 2020; Sedera et al., 2022) argue that digital entrepreneurship has not only revolutionized entrepreneurship but also facilitated entrepreneurs in starting and managing their businesses. Therefore, this research was conducted with the aim of finding out the influence of digital marketing on marketing performance mediated by entrepreneurial orientation in UC Makassar student business.

LITERATURE REVIEW

Entrepreneurial Orientation

Entrepreneurial orientation itself refers to processes, practices and decision making that encourage the emergence of new results and has several entrepreneurial aspects, namely always being innovative, acting proactively and daring to take risks, this involves intentions and actions that function in a dynamic generative process aimed at creating new ventures (Boehm, 2008). In this regard, risk taking, being innovative and proactive, and reflecting the company's tendency to engage in innovative behavior and take risks to achieve its strategic goals are part of entrepreneurial orientation as well (Swoboda & Foscht, 2014)

Entrepreneurship

Entrepreneurship is the business world or business world that is related to exploiting opportunities, managing resources to gain profits Muchson (2017, 13). The scope of entrepreneurship according to type of activity is: trading business, industrial business and service business. Meanwhile, the business sectors are: agriculture, plantations, mining, fisheries, animal husbandry, trade, industry, services, online and others. According to Thomas W. Zimmerer (2008) entrepreneurship is the application of creativity and innovation to solve problems and take advantage of opportunities that people face every day. According to Zimmerer et al's theory, there are eight factors that encourage entrepreneurial growth, one of which is technological progress. In the current era, technological developments are increasingly advanced and the number of internet users is increasing. This will be an opportunity for entrepreneurial actors to carry out marketing transformation.

Marketing

Marketing is one of the main activities carried out by entrepreneurs in their business to maintain their livelihood to develop and also make large profits (Swastha & Irawan, 2008). As time goes by, marketing strategies in entrepreneurship have also experienced many developments. As we know, in the pre-industrial era, marketing strategies were carried out in the traditional way by disseminating product information to the public (Edwards, 2020) by word of mouth (Stokes, 2000), whereas during the industrial revolution 4.0, marketing strategies have experienced The very rapid development is called digital marketing (Wardhana, 2015).

Digital Marketing

Digital marketing according to Ridwan Sanjaya & Josua Tarigan (2009:47) is marketing activities including branding that use various web-based media such as blogs, websites, e-mail, Adwords, or social networks. The use of technology in entrepreneurship provides many positive benefits where entrepreneurs such as accessing information, expanding networks, and cost efficiency which of course will be a solution to traditional marketing strategies.

Marketing Performance

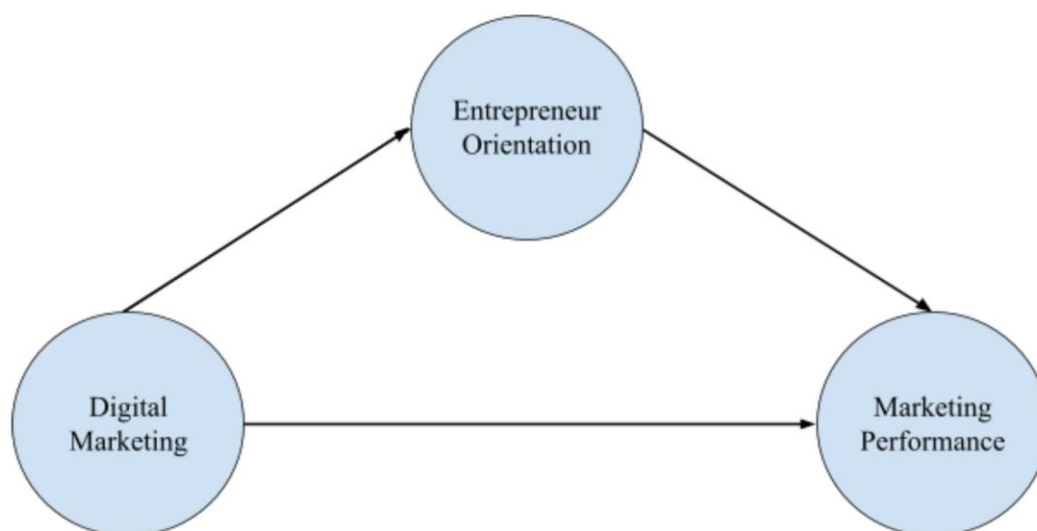
Marketing performance is a measure of achievement obtained from the overall marketing process activities of a company or business. Marketing performance is a measure of the success that a company can achieve in marketing its products in the market (Mulyani, 2015). Marketing performance is a concept used to measure a company's achievement in the market for a product (Nasution, 2014). Marketing performance is said to be the achievement obtained by a company from its overall marketing process activities (Hajar, 2016). Marketing performance can also be viewed as a concept to measure the extent of the achievements of the products produced by the company (Bakti and Harun, 2011). Every company has an interest in knowing the market performance of its products. The success of marketing performance can be seen from the success of its business in the world of business competition. Apart from that, the scale of

marketing performance success can also be seen through the level of success of new products, which shows that the company's performance is increasing

METHOD

This research was conducted using quantitative methods with the aim of connecting the two variables in one population. This research involves three variables, namely "Digital Marketing" as an exogenous variable (X), "Entrepreneurial Orientation" as a moderator variable (M) and "Marketing Performance" as an endogenous variable (X). This research uses a purposive sampling technique, where this technique collects samples using several criteria. There are several criteria used in determining the target sample, namely students at the Ciputra University Makassar campus in the class of 2021, then students who have taken entrepreneurship courses, and also have experience in running a business, these 3 things are the sample criteria in this research. The data used in this research is primary data collected using the research questionnaire method. The questionnaire given is a direct questionnaire because the list of questions is sent directly to the respondent with several answer choices. The type of questionnaire used by the author is a Likert scale type questionnaire. Furthermore, secondary data in this research was collected through literature, journals and books related to the research topic. All research data was analyzed using the Partial Least Square analysis technique with the help of Smart PLS 3.0 software.

Figure 1. Research Model



Based on the picture above, this research aims to test the hypothesis, as follows:

- Digital Marketing has a significant influence on Entrepreneurial Orientation in UC Makassar student businesses.
- Digital Marketing has a significant influence on Marketing Performance in UC Makassar student businesses.
- Entrepreneur Orientation has a significant influence on Marketing Performance in UC Makassar student businesses.

RESULTS AND DISCUSSION OF RESULTS

Table 1. Convergent Validity

	Outer Loading	AVE	Composite Reliability
DMC 1 (X)	0.829	0.669	0.874
DMC 2	0.910		
DMC 3	0.764		
EO 4 (M)	0.905	0.775	0.873
EO 5	0.855		
PM 2 (Y)	0.812	0.639	0.841
PM 3	0.834		
PM 4	0.749		

In Table 1 there are several question indicators that were deleted including DMC4, EO1, EO2, EO3, and PM1. This is done to fulfill the requirements for the outer loading value which must have a value > 0.6 for each question indicator. After removing several indicators for each variable that do not meet the requirements, the AVE value for each variable will have a value > 0.5 . In reliability testing, the Composite Reliability of each variable has a value of more than 0.70, so it can be concluded that all variables have fulfilled the rule of thumb of the reliability test.

Table 2. R Square

	R Square	R Square Adjusted
M(EO)_	0.123	0.106
Y(MP)_	0.504	0.484

The coefficient of determination, called the R² value, is useful for measuring the level of variation in changes in the independent variable to the dependent variable. Table 2 shows an R² value of 0.504, meaning *digital marketing* influences *marketing performance* by 50.4% . Then the R² value of 0.123 means that *entrepreneurial orientation* influences *marketing performance* by 12.3%, while 37.3% of other variables are not explained in this research.

Table 3. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistic (O/STDEV)	P Values
m	0.530	0.528	0.093	5,700	0,000
X	0.351	0.385	0.100	3,501	0.001
Y	0.322	0.325	0.106	3,035	0.003

Table 3 will show hypothesis testing using the significance value of the Path Coefficient to find out the influence between variables. The significance value used is two tailed, T-statistics > 1.96 for significance level = 5% or 0.05. Based on the analysis results, it shows that Digital Marketing has an influence on Entrepreneur Orientation, with a parameter coefficient of 0.322 at a significance level of 5% (T-Statistics > 1.96 and p values < 0.05); Digital Marketing influences Marketing Performance, with a parameter coefficient of 0.351 at a significance level of 5% (T-Statistics > 1.96 and p values < 0.05); and Entrepreneur Orientation influence marketing performance, with a parameter coefficient of 0.530 at a significance level of 5% (T-Statistics > 1.96 and p values < 0.05). Path Coefficient results show that all variables have a positive and significant influence on each other.

Table 4. Total Effects

Table 4 shows that there is a significant and positive influence between the Digital Marketing (X) and Entrepreneur Orientation (M) variables which have T-Statistics > 1.96 , namely 3,737. Then Digital Marketing (X) and Digital Marketing (Y) also have a significant and positive relationship with a T-statistic value of 5,209. The values of Entrepreneur Orientation (M) and Marketing Performance (Y) are considered significant and positive because they have a T-statistic value of 5,642.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistic (O/STDEV)	P Values
m	0.530	0.536	0.094	5,642	0,000
X	0.351	0.382	0.094	3,737	0,000
Y	0.508	0.525	0.098	5,209	0,000

DISCUSSION

Influence of Digital Marketing (X) on Marketing Performance (Y)

Based on the results of calculations with T-Statistics > 1.96 and p values < 0.05 , it shows that *digital marketing* carried out by UC Makassar students will have an influence on *marketing performance* so that the more precisely *digital marketing* is carried out, *the marketing performance* will increase and become better. This research is in line with research conducted by Mokhtaran & Gilani (2016) which found that *digital marketing* has a direct effect on *marketing performance*. Digital marketing is the use of internet media and other interactive technology for the purpose of connecting consumers and companies and being able to directly share information and communicate (Coviello, Milley, and Marcollin, 2001). In this era, people have also shifted from conventional marketing to digital marketing. Digital marketing is currently in great demand by the public because it can be used as a medium for marketing products. The main reasons why UC Makassar students use digital marketing as a means to market their products include saving marketing costs, increasing sales volume (Yasmin et al., 2015), and making communication with customers easier.

The Influence of Entrepreneurial Orientation (M) on Marketing Performance (Y)

Entrepreneurial Orientation is a form or strategic posture of an organization or company that is closely related to policies and real work/basic practices to develop entrepreneurial actions to create competitive advantages (Martens, Mahchado, Martens, Pires, & Rodrigues 2017). The

results of statistical calculations prove that Entrepreneur Orientation influences marketing performance with T-Statistics values > 1.96 and p values < 0.05 . The results of this research show that UC Makassar students act as business managers who apply an attitude of being brave enough to take risks, full of innovation and aggressiveness in competing in business so that they can support business development and provide competitive business advantages. This is also in line with the opinion of (Swoboda & Foscht, 2014), namely that innovative behavioral actions and taking risks to achieve strategic goals are part of entrepreneurial orientation as well. So the more precisely the entrepreneurial orientation is determined, the greater the marketing performance will be. However, on the other hand, the more inaccurate the entrepreneurial orientation determined by business actors, the less likely it will produce results in improving their marketing performance. This also agrees with most researchers who found a positive relationship between entrepreneurial orientation and company performance (Lumpkin & Dess, 1996).

The Influence of Digital Marketing (X) on Entrepreneur Orientation (M)

Digital marketing is marketing that uses the internet and information technology to expand and improve traditional marketing functions (Urban 2004:2). The internet and technology have a broad and global reach. Entrepreneurial orientation reflects the tendency to engage in innovative behavior, dare to take risks, and be proactive to beat competitors (Utama, 2018). Based on the research results, it was found that *digital marketing* had a positive influence on *entrepreneurial orientation*, as evidenced by the results showing T-Statistics > 1.96 and p values < 0.05 . Digital marketing can help UC Makassar students read changing trends in society and turn them into opportunities for business innovation. Innovation is an influential basis for helping a company to creating a competitive advantage and then ultimately improving company performance (Dess & Picken, 2000).

CONCLUSION

Based on the research objectives, results and discussion that have been described regarding the influence of digital marketing on marketing performance which is mediated by entrepreneurial orientation in business students (i) UC Makassar, it can be concluded that *digital marketing* has an effect on *entrepreneurial orientation* and *marketing performance*. And *entrepreneurial orientation* influences *marketing performance*. Meanwhile, there are also limitations, such as using the questionnaire method, where usually the answers from respondents do not match reality.

The advice that the author can give is that Ciputra University Makassar further improves the entrepreneurial learning provided so that UC Makassar students develop skills and create great opportunities to become successful entrepreneurs. Then (i) UC Makassar students must further improve their entrepreneurial orientation, such as increasing innovativeness, courage to take risks, and being more active in marketing products. This aims to achieve a measure of achievement in marketing UC Makassar student business products.

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