
**ANALYSIS OF MSMEs MARKETING STRATEGIES AND COMPETITIVENESS
ON INCREASING SALES IN THE DIGITAL ERA AT MSMEs TOFU IN
SUKABUMI CITY**



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Abstract

This study aims to analyze the influence of marketing strategies and competitiveness on sales performance in the digital era among tofu MSMEs (Micro, Small, and Medium Enterprises) in Sukabumi City. The main issues faced by these businesses include the suboptimal use of digital marketing strategies and low competitiveness amid increasingly intense market competition driven by technological advancement. This research adopts a quantitative method with associative and descriptive approaches, utilizing multiple linear regression analysis to examine the relationship between marketing strategy (X1), competitiveness (X2), and digital-era sales performance (Y). Data were collected through questionnaires distributed to 54 tofu MSME actors using a saturated sampling technique. The findings indicate that both marketing strategies and competitiveness have a positive and significant effect on sales performance in the digital era. Therefore, improving product quality, conducting effective promotional activities, and enhancing operational efficiency and flexibility are essential in strengthening competitiveness and boosting sales among tofu MSMEs in Sukabumi.

Keywords: Marketing Strategy, Competitiveness, Sales Digital Era

INTRODUCTION

Business activities that can increase employment opportunities and provide comprehensive economic services to the local community, help equalize income and economic growth in the region, and contribute to national economic development, namely MSMEs. Which drives the country's economic growth, which can be a source of income for most people by encouraging the economic activities of local communities and improving welfare.(Hananto1 et al., 2024)

Tofu MSMEs in Sukabumi City realize that they face many challenges in maintaining and improving their competitiveness in the current technological era. (Sunarya, Delanur, et al., 2022) Tofu MSMEs in Sukabumi City should be more creative in developing their marketing strategies, due to the increasingly fierce competition from other business actors. However, many tofu MSMEs in Sukabumi City do not understand and use digital marketing strategies well. They are unable to capitalize on the opportunities offered by advances in digital technology as they may lack knowledge, skills and resources.(Sunarya & Jamaludin, 2022)

Sales about the development of digital technology in the modern era has changed almost all aspects of life, including economic marketing. (Siska Apriliani Widiastuti et al., 2022) The convenience of the internet and digital technology has changed the way people interact, communicate, and even shop. As a result, marketing strategies have changed from traditional approaches to digital approaches. Arfan and Ali Hasan (2022).

Many MSMEs, including tofu MSMEs in Sukabumi City, are still not utilizing digital platforms such as social media, marketplaces, or websites optimally. This can hinder them from reaching a wider market and competing competitively. In the digital era, competition not only comes from local MSMEs, but also from similar products in other regions marketed through online platforms. Tofu MSMEs in Sukabumi City need to improve the uniqueness of their products in order to keep it running well, so tofu MSMEs in Sukabumi City have difficulties in recording transactions because many still use a manual system.(Sunarya, Danial, et al., 2022).

REVIEW OF LITERATURE

Sales in the Digital Age

Sales is part of the promotion element and promotion itself is a component of a comprehensive marketing system. According to the research results, all conventional concepts must be gradually adapted to the modern business mindset because the current business mindset is digital (Aprilya, 2017; Alriani, 2014). The dimensions of sales in the digital era include convenience, efficiency, price and payment methods. (Pradiani, 2018)

MSME Marketing Strategy

MSME marketing strategy is a marketing mindset that will be used to achieve a company's marketing objectives, usually containing specific strategies for target markets, positioning, marketing mix, and the amount of marketing expenditure. (Hendrawan et al., 2019) The dimensions of MSME marketing strategies include product quality, price and promotion. (Sugiono, 2016: 39).

Competitiveness

Competitive advantage (comperative advantage) and competitiveness (competitive advantage) each comprise competitiveness. Based on the advantages possessed by each business or industry, competitiveness is also necessary for a business or industry to continue operating. Competitiveness is also the ability of industries to demonstrate their superiority and become superior to other industries. (Leni sugiyanti, Melyona zenia Rabbil, Kamilah Citra Oktavia, 2022) Dimensions of competitiveness include cost, quality, delivery time, and flexability (Asmara & Rahayu, 2019).

RESEARCH METHOD

The method used in the study was descriptive and associative research using quantitative methods. The population in this study was tofu MSMEs in Sukabumi City, using saturated sampling techniques, where all members of the population were used as samples. Saturated samples were taken, namely Tofu MSMEs in Sukabumi City, with a total sample of 54 MSMEs. Data collection techniques used were observation, interviews, and questionnaires.

Research Hypothesis

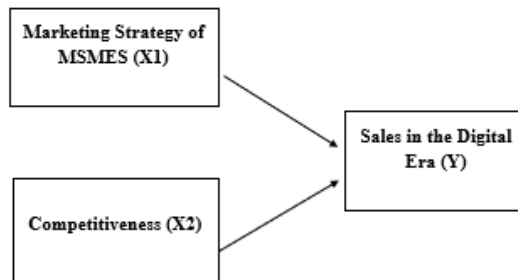
Based on the research framework and previous research above, the Ha (Hypothesis) in this study is:

Hypothesis 1: There is a positive influence of marketing strategy on sales in the digital era.

Hypothesis 2: There is a positive influence of competitiveness on sales in the digital era.

Research Model

The quantitative research model consists of three variables. Marketing Strategy of MSMEs and Competitiveness serve as the X (independent) variables, while Sales Improvement in the Digital Era serves as the Y (dependent) variable.



RESULTS AND DISCUSSION

The following are the research results obtained from the analysis using SPSS, namely:

Table 1.
Regression Analysis

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1866.948	2	933.474	10.389	.000 ^b

Residual	4582.385	51	89.851		
Total	6449.333	53			
a. Dependent Variable: Y					
b. Predictors: (Constant), X2, X1					
Source: Results of Questionnaire Data Processing, 2025					

Table 2.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.318	3.650		.361	.720
	MSME marketing strategy	.119	.098	.178	1.207	.233
	competitiveness	.059	.087	.099	.671	.505

a. Dependent Variable: ABS_RES

Source: Data processed (2025)

Table 3.

**Correlation Coefficient and Determination Coefficient Test
 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538 ^a	.289	.262	9.47896

a. Predictors: (Constant), X2, X1

Source: Results of Questionnaire Data Processing, 2025

T Test

The results of the ANOVA test presented in the table show that the **F-value is 10.389** with a **significance value (Sig.) of 0.000**. Since the significance value is **smaller than 0.05**, it indicates that the **regression model is statistically significant**. This means that the independent variables, namely **Marketing Strategy of MSMEs (X1)** and **Competitiveness (X2)**, **simultaneously have a significant influence** on the dependent variable, **Sales in the Digital Era (Y)**. In other words, the combination of X1 and X2 can significantly explain the variation in Y. Therefore, the regression model can be considered appropriate for further analysis, and the proposed hypotheses can be accepted.

F Test

The Coefficients table shows the partial effect of each independent variable on the dependent variable. The significance value for **MSME Marketing Strategy** is **0.233**, which is greater than 0.05. This indicates that MSME Marketing Strategy (X1) does not have a significant partial effect on the dependent variable. Similarly, the significance value for **Competitiveness** is **0.505**, which is also greater than 0.05. This means that Competitiveness (X2) likewise does not have a significant partial effect on the dependent variable. Therefore, based on the partial t-test results, neither MSME Marketing Strategy nor Competitiveness individually has a significant influence on the dependent variable.

Hypothesis Testing of MSME Marketing Strategies on Sales in the Digital era

The results of testing the effect of MSME marketing strategy variables on sales in the digital era show a Sig value of $0.024 < 0.05$, which means significant, while the t value of $2.320 > 2.007$ means significant. Significance here H_0 is rejected and H_1 is accepted. Based on this, it can be interpreted that the MSME marketing strategy variable partially has a significant effect on sales in the digital era.

Testing the Competitiveness Hypothesis on Sales in the Digital Age

The results of testing the effect of the competitiveness variable on sales in the digital era show a Sig value of $0.009 < 0.05$, which means significant, while the t value of $2.320 > 2.007$ means significant. Significance here H_0 is rejected and H_1 is accepted. Based on this, it can be interpreted that the competitiveness variable partially has a significant effect on sales in the digital era.

CONCLUSION

Based on the results of research conducted in the research and discussion presented above regarding the analysis of MSME Marketing Strategy and Competitiveness towards Increasing Sales in the Digital Era at Tofu MSMEs in Sukabumi City, the following conclusions can be drawn:

1. An overview of MSME marketing strategies and competitiveness towards sales in the digital era. However, the variables of MSME marketing strategies and sales in the digital era are in the medium criteria. This means that tofu SMEs in Sukabumi City have sufficiently understood the importance of pricing in accordance with quality and have begun to utilize digital platforms in sales activities. However, the application of these two aspects is still not fully optimized and is at the development stage. Meanwhile, the competitiveness variable is in the high criteria. This means that tofu SMEs in Sukabumi City have sufficient understanding of how to determine prices in accordance with product quality, and have been able to utilize their resources efficiently to increase production.
2. Based on the results of the study, it shows that the marketing strategy of MSMEs on sales in the digital era at Tofu MSMEs in Sukabumi City has a positive and significant effect. This means that the implementation of effective marketing strategies can increase sales of MSME products online.
3. Based on the results of the study, it shows that competitiveness on sales in the digital era at Tofu MSMEs in Sukabumi City has a positive and significant effect on sales in the digital era at Tofu MSMEs in Sukabumi City.

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