

The Influence of Digital Marketing Training on Entrepreneurship Capital Collection

(Case Study of Entrepreneurial Society Startups in Bandung)

R Susanto Hendiarto*, Salma Athaya Lanova Hermawan, Reyna Nisa Rahayu Surya, Sukma Maghfiroh, Mukti Rizkiana

Faculty of Business and Management, Widyatama University, Bandung, Indonesia

*r.susanto@widyatama.ac.id

ABSTRACT

This study aims to examine the effect of digital marketing training on entrepreneurial capital accumulation at startup entrepreneur presenter in Bandung. The research method applied was a descriptive analytical survey method, while the sample used was 83 respondents. The variables studied from each respondent were digital marketing training and entrepreneurial capital accumulation. The type of data collected is primary data. The results of the study identified that digital marketing training has a significant effect on accumulating entrepreneurial capital. The object of this research is that the sample of respondents used is still limited to the startup entrepreneur community in Bandung, therefore it is necessary to carry out further research based on more varied sampling with a longer duration, in order to obtain generalizable results.

Keywords

Training, digital marketing, entrepreneurial capital

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

Introduction

The ongoing COVID-19 pandemic in Indonesia is part of the ongoing coronavirus disease 2019 (COVID-19) worldwide pandemic, and in response to the pandemic, various regions have imposed large-scale social restrictions (PSBB), this response has an immediate impact the activities of beginner entrepreneurs (startups) who have been able to become the backbone of the economy in various countries. Therefore, basically the Startup community is required to always be prepared for all possibilities, including the necessity of having the ability and knowledge, to acquire good skills on how to market products and services, this is an urgency that every startup must have. In generation 4.0, digital marketing expertise is urgent to find solutions to a number of problems in the startup community.

One of the big problems in Startup performance is measured by various environmental aspects, internal factors which include aspects of human resources, finance, production and marketing and external factors, which include aspects of technology, government policies, socio-economics and the role of related institutions. For performance, it is seen based on business success,

for example sales growth, workforce growth, profit growth and market growth. A SWOT analysis describes external factors as Opportunities and Threats, and internal factors as Strengths and Weaknesses.

However, internal factors are suspected to be the main reason why startups cannot exist in a competitive business environment, both in Indonesia and in various parts of the world. Internal factors are the basis for building goals and strategies in creating strengths and overcoming organizational weaknesses (David, 2009). On the other hand, negative internal factors such as lack of capital, shortage of skilled workers, inability to master technology, and a location that is not strategic (Zimmerer et al., 2008). The dimensions of internal factors include: (1) aspects of human resources; (2) financial aspects; (3) technical and operational aspects; and (4) market and marketing aspects (Sandra & Purwanto, 2015).

Meanwhile, positive external factors will help the company achieve its goals. Companies analyze the factors that most influence the company by looking at opportunities in the external environment, and make adjustments by

considering the circumstances and the company's core competencies to achieve goals (Zimmerer et al., 2008). Pearce and Robinson (2014) explain that external factors influence a company in determining the direction and actions it will take done by the company. External factors are divided into 3 sub-categories which are interrelated, namely: (1) remote environment (economic, social, political, technological, ecological); (2) The industrial environment (barriers to entry, strength of suppliers, strength of buyers, availability of substitute products, competitive competition; and (3) operating environment (competitors, creditors, customers, labor market, suppliers). This internal factor, especially regarding the aspect of human resources, is a top priority for how to overcome Startup problems, related to digital marketing capabilities which are one of the determinants of success for startup performance, namely training programs and human resource development in terms of HR training & development, so that the concept can be implemented by the parties concerned. HR training & development is very important in improving the quality of human resources, because basically every human being can be "honed", trained and developed.

Identification of Problems

Based on the background of the problems previously stated, the identified problems can be described as follows:

1. The condition of startups during the COVID-19 pandemic led to a condition of not being able to choose, they must have the ability of human resources in the form of a training program.
2. Marketing competence is still very rare but it is urgently needed by startups in the 4.0 generation today to be successful in entrepreneurship, so digital-based marketing training is needed.
3. Startup capital is the biggest obstacle in running entrepreneurship, which is the backbone of the country's economy and society.
4. Human resource training in the field of digital marketing is still constrained by the lack of public awareness of being a startup, even though human resource training programs in digital-based marketing can broadly increase

efforts to raise startup capital.

5. There are still many communities that can be built into entrepreneurial centers, but there has been no real effort that can help people to become startup entrepreneur centers.

Scope of Problem

This study uses primary data and provides a questionnaire to startups to find out how respondents perceive digital marketing training and entrepreneurial capital gathering.

Formulation of the Problem

On the basis of problem identification that has been previously stated, the following problem formulations can be made:

1. What are the respondents' opinions on digital marketing training and capital raising entrepreneurship in the entrepreneurial startup community in Bandung?
2. How does digital marketing training affect entrepreneurial capital accumulation in the startup entrepreneur community in Bandung?

Literature Review

Basic Theory

Human resource training and development programs are human resource management activities, in order to carry out digital marketing performance according to standards. According to Widodo (2015), training is a series of individual activities in systematically increasing skills and knowledge so that they are able to have professional performance in fields. Training is a learning process that allows employees to carry out work that is now in accordance with standards, training can also change training participants to achieve organizational goals, including the achievement of capital investment, according to Rivai and Sagala (2011), training is a process of systematically changing employee behavior to achieve organizational goals. Training is related to the skills and abilities of employees to carry out current jobs, one of the objectives of the training is to increase the productivity of collecting capital, as according to Widodo (2015) argues that the purpose of training carried out by companies is to increase productivity, improve quality, support

planning Human resources, improve member morale, provide indirect compensation, improve occupational health and safety, prevent expiration of personnel skills and knowledge, enhance the development of personnel capabilities and expertise. Still according to Widodo (2015), the types of training commonly carried out in organizations include: a. On the job training b. Internship (apprenticeship) c. Off-the-job training d. On-site training is really similar (vestibule training) e. A job simulation, in line with research according to Sutrisno (2009) suggests the following training objectives: a. Upgrade work productivity b. Improve the quality of work c. Increase accuracy in human resource planning 13 d. Improve work morale e. Maintain health and safety f. Support personal growth. The effectiveness of training in achieving goals in the form of the conclusion that startup capital depends on the dimensions, the dimensions of the Training Program According to Sofyandi in Noviantoro (2009), the dimensions of an effective training program provided by a company to its employees can be measured through: a. Training Material (Training Content), namely, is the content of the training program relevant and in line with the training needs up to date. b. Training Methods, whether the training method provided is appropriate for the subject and whether the training method is in accordance with the learning styles of the trainees. c. Instructor / Trainer Attitudes and Skills, do the instructors have attitudes and delivery skills that encourage people to learn. d. Length of Training Time, namely how long it takes to provide the main material to be learned and how fast is the tempo of delivering the material. e. Training facilities, whether the training venue can be controlled by the instructor, is it relevant to the type of training and whether the food is satisfactory.

Training effectiveness will occur if you follow the principles of good principles, based on research of Rizal et al. (2013), which has been done can be concluded in the online media Detikawanua.com at PT. Media Sahabat Rakyat, has been running quite effectively, where its implementation continues to follow the principles of training and development and performance. However, there are also research results, where training has no effect there is the performance of capital raising, based on the results of quantitative research, the level of influence of

training and development, compensation and competency on employee performance is moderate, while training and development has no effect on the performance of the employee but compensation and competency have an influence on employee performance. That one of the efforts of academics in facing the challenges of the AEC is to prepare an organized concept.

According to Kotler and Armstrong (2012), "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return", then effective marketing will be able to provide satisfaction to consumers, which have an impact on entrepreneurial success, especially in raising capital, a study by Muhammad Muhammad and Yessy Artanti (2016) states that the result showed experiential marketing has a significant on customer satisfaction and WOM.

According to Peter F. Drucker in Rintan Saragih (2017) defines entrepreneurship as the ability to create something new and different. Entrepreneurship can be seen from a financial and non-financial perspective, from a financial perspective because the evaluation of a business from a financial perspective is formulated using financial indicators that determine the success of the business.

Meanwhile, the success of entrepreneurship is conveyed by Suryana (2013) who suggests four characteristics of successful entrepreneurship which are reflected in the following personality traits. A. Have the confidence to be able to work hard independently and dare to take risks to get results. b. Have organizational skills, can set goals, are results oriented, and are responsible for hard work. c. Creative and able to see the opportunities that exist in entrepreneurship. d. Enjoys challenges and seeks personal satisfaction in coming up with ideas.

Framework

From this theory there is a framework of thought, as illustrated below:

**Figure 1.** Framework

Hypothesis

Considering this framework, then the hypothesis made is as follows:

H1: Digital marketing training has an effect on the accumulation of entrepreneurial capital,

H0: Digital marketing training has no effect on accumulating entrepreneurial capital.

Method of Implementation

Object of research Sampling was 83 people from the population of the entrepreneurial startup community in Bandung using purposive sampling technique.

Data Analysis Technique

Descriptive analysis test

The research was taken through a quantitative approach with a survey method, and using a Likert scale questionnaire as primary data, then the respondents' answers were tabulated. The description used is the independent variable of digital marketing training, while the dependent variable is the accumulation of entrepreneurial capital.

According to Sekaran and Bougie (2017), the independent variable will affect the dependent variable, whether positive or negative. This means that every independent variable that appears, then it can be ascertained that the dependent variable will also appear, for any increase or decrease in the independent variable. Still according to Sekaran and Bougie (2017), the dependent variable is a variable that is under the influence of other variables, so in other words the main variable is suitable for research material.

Furthermore, the existing variables will be described through the operational research variables, which consist of the main variables, definitions or concepts, dimensions, indicators and measurement scales. The operational details of the variables are shown as follows:

Table 1. Operationalization of variables

Variable	Concept	Dimension	Indicator	Scale
Digital Marketing Training (X)	Widodo (2015), Sutrisno (2009), Sofyandi in Noviantoro (2009), Kotler and Amstrong (2012), Rivai and Sagala (2011) Muhammad Muhammad and Yessy Artanti (2016)	Human Resources:	1. Training in increasing skills	Ordinal
		• Skills and knowledge	2. knowledge systematically	Ordinal
			Training objectives:	
			3. increase productivity,	Ordinal
		• HR planning	4.improves quality,	Ordinal
			5. support planning HR,	Ordinal
			Effective training is measured by:	
		• Effectiveness	6. Training Materials	Ordinal
			7. Training Methods,	Ordinal
			8. Attitude	Ordinal
		• Organization goals	9. Instructor Skills	Ordinal
			10. Training Time,	Ordinal
			11. Training Facilities,	Ordinal
		Marketing:	12.Training to achieve organizational goals.	Ordinal
			13.Marketing as the process by create value for customers,	Ordinal
			14.build strong customer relationships in order to	Ordinal
		• Customers in return	15.capture value from customers in return	Ordinal
		• Marketing results		

Entrepreneurial Capital Collection (Y)	Peter F. Drucker in Rintan Saragih (2017) (Suryana 2013)	<ul style="list-style-type: none"> • Entrepreneurs hip New and different • Financial perspective • Traits of successful entrepreneurs hip 	16. Experiential marketing	Ordinal
			17. Customer satisfaction	Ordinal
			1. New entrepreneurship	Ordinal
			2. Different Entrepreneurship can be seen from	Ordinal
			3. financial perspective	Ordinal
			4. determine success effort.	Ordinal
			Four characteristics of successful entrepreneurship.	
			5. Have self-confidence,	Ordinal
			6. work hard,	Ordinal
			7. independent,	Ordinal
			8. Dare to take risks to get results.	Ordinal
			9. Have skills organization	Ordinal
			10. Creative and able to see opportunity	Ordinal
			11. Enjoy the challenge and seeking personal satisfaction in getting the idea.	Ordinal

Data collection and processing techniques

Data collection is obtained through field research (field research), and library research (library research), by processing the data through the Likert scale with response levels strongly agree (5), agree (4), doubt (3), disagree (2), strongly disagree (5).

Data Testing Methods

Validity test

Test the validity of the ordinal measurement scale using the Spearman rank correlation.

Reliability test

Reliability test is necessary to determine that the measurement results remain consistent, when repeated measurements are carried out with the same symptoms. This test uses the Spearman Brown technique of the half (Split-half), to find the reliability coefficient which also uses the Spearman Brown formula.

Descriptive Analysis Test

This test is conducted to obtain responses through surveys, through distributing questionnaires to obtain startup perceptions, using digital marketing

training variables, and gathering entrepreneurial capital.

Data Analysis Technique

There are two types of analysis used, namely: (1) descriptive analysis through qualitative variables and (2) quantitative analysis with path coefficients, and determination which measures how much influence the independent variable has on the dependent variable. While, the verification method uses path analysis. With the use of a combination of analytical techniques, it is desirable to obtain an integrated generalization between digital marketing training on entrepreneurial capital raising. The author distributes a questionnaire about the respondent's opinion on this study, which consists of 17 statement items for digital marketing training variables and 11 statement items for entrepreneurial capital accumulation variables, each statement is given 5 alternative answers to choose from.

Hypothesis Test (t test) to get an idea, how is the influence of the independent variable on the dependent individually (partially).

Determination Coefficient Test

This coefficient is a value that indicates the magnitude of the effect of the independent

variable simultaneously on the dependent variable. With a range of values from 0 to 1 (0% - 100%), the values in the range are close to one, so the influence of the independent variables is getting bigger.

Results and Discussion

Object of Research

In this study, a survey of respondents in the population of entrepreneurial startup communities in Bandung was conducted, by taking a sample of 83 respondents.

Descriptive Analysis Test

The research focus was carried out in Bandung in the Startup community, through requests for responses with surveyors by distributing questionnaires to find out the perceptions of startups, the variables used are digital marketing training, and entrepreneurial capital accumulation.

Data Analysis Technique

The following shows the results of the research obtained through the instrument, namely a questionnaire distributed to each respondent. The results obtained from the calculation of the percentage score on each statement which is a measuring tool in the variable of digital marketing training and entrepreneurial capital accumulation according to the indicators, the details of which will be described below:

- a. Respondents' responses regarding digital marketing training variables at the level strongly agree on indicators 1. expertise 56.60%, 2. knowledge systematically 69.81%, 3. increase productivity 60.38%, 4. improve quality 79.25%, 5. support HR planning 79.25%, 6. Training Materials 35.85%, 7. Training Methods 18.87%, 8. Attitudes 35.85%, 9. Instructor Skills 56.60%, 10. Training Time 58, 49%, 11. Training facilities 77.36%, 12. organizational goals 58.39%, 13. create value for customers 60.38%, 14. build strong customer relationships 66.54%, 15. capture value from customers in return 52.83%, 16. Experiential marketing 56.60%, and 17. Customer satisfaction 69.81%, so that the average 58.40% is in good category, while

the highest score is in improving quality and supporting HR planning 79.25 % means there is a high awareness of startups to manage human resources well, and awareness to produce quality marketing performance.

- b. Respondents' responses regarding entrepreneurial capital accumulation variables at the level strongly agree on the indicators: 1. only 86.79%, 2. different 67.92%, 3. financial perspective 58.49%, 4. determine success 75.47%, 5. Have self-confidence 75.47%, 6. work hard 39.62%, 7. be independent 20.75%, 8. dare to take risks to get results 47.17%, 9. Have organizational skills 58.49%, 10. Creative and able to see opportunities 66.01%, 11. Enjoying challenges and looking for personal satisfaction in getting ideas 73.58% ... so that on average 54.02% good category, while the highest score only 86.79%, meaning that startups support finding new ways of raising capital.

Hypothesis Test

The t test used through this research is to find the extent of the significance of the effect of each independent variable on the dependent variable. The hypotheses used in this study are:

H1: $\beta \neq 0$ Digital marketing training has a significant effect on entrepreneurial capital accumulation

Testing criteria:

Reject H0 if, $t_{count} > t_{table}$ or reject H0 if, $p\text{-value} < \alpha$.

$\alpha = 0.05$

For X, the value of t count (2.254) > t table (2.009) and there is also a p-value < α (0.05), namely 0.000 < 0.05, so it is concluded that H0 is rejected and H1 is accepted. Where digital marketing training has a significant influence on accumulating entrepreneurial capital. Hypothesis test tcount is 2.254 and ttable, n = 100 (df = nk) then the 5% significance is 2.009, this means $t_{count} > t_{table}$ and a significance value of 0.000 < 0.05 so it is accepted that the variable digital marketing training (X) has a significant effect on entrepreneurial capital accumulation (Y).

Coefficient of Determination

The coefficient of determination is used to determine how much the percentage of influence that occurs on digital marketing training on entrepreneurial capital accumulation, where the formula $KD = r^2 \times 100\%$ is used and the results are as follows:

According to these data, it can be seen that the influence of the digital marketing training variable is 0.7673, this means that 76.73% of the entrepreneurial capital accumulation variable can be explained by the digital marketing training variable. The residual 23.27% is influenced by other variables not examined.

Conclusion

The conclusions from the research on the effect of digital marketing training on entrepreneurial capital accumulation are as follows:

1. Digital marketing training is in the good category, where startups realize the need to have good digital marketing knowledge and skills, in order to be able to manage human resources optimally.
2. Entrepreneurial capital accumulation is also in the good category; this shows that there are startups who support well the efforts to raise capital in order to improve their performance during the COVID-19 era.
3. Digital marketing training has a significant influence on accumulating entrepreneurial capital. This shows that knowledge and skills of digital marketing and good human resource management are very important for startup capital raising efforts to continue to exist.

References

- [1] David, Fred R. 2009. *Manajemen Strategis Konsep*. Penerbit Salemba Empat, Jakarta.
- [2] Thomas W Zimmerer, Norman M Scarborough, *Kewirausahaan dan Manajemen Usaha Kecil*. Salemba Empat, 2008.
- [3] A. Pearce, John II, Richard B. Robinson, Jr. 2014. *Manajemen strategi*. Jakarta: Salemba Empat.
- [4] Eko, Widodo Suparno. 2015. *Manajemen Pengembangan Sumber Daya Manusia*. Yogyakarta: Pustaka Pelajar.
- [5] Rivai, Veithzal and Sagala, Ella Jauvani. 2011. *Manajemen Sumber Daya Manusia untuk Perusahaan dari Teori ke Praktik*. Jakarta: PT Raja Grafindo.
- [6] Eko, Widodo Suparno. 2015. *Manajemen Pengembangan Sumber Daya Manusia*. Yogyakarta: Pustaka Pelajar.
- [7] Sutrisno, Edi. 2009. *Manajemen Sumber Daya Manusia*. Jakarta: Kencana Prenada Media Group.
- [8] Herman Sofyandi, 2009, *Manajemen Sumber Daya Manusia Suatu Pendekatan Fungsi Operatif*, Bandung: pa-Sigma.
- [9] Kotler, Philip, and Gary Armstrong, 2012, *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- [10] Suryana. 2013. *Ekonomi Kreatif, Ekonomi Baru: Mengubah Ide dan Menciptakan Peluang*. Jakarta: Salemba Empat.
- [11] Muhammad, M., & Artanti, Y. (2016). The impact of experiential marketing on word of mouth with customer satisfaction as an intervening variable. *Jurnal Dinamika Manajemen*, 7(2), 182-190.
- [12] Nationally Accredited based on the Decree of the Minister of Research, Technology and Higher Education, Number 36a/E/KPT/2016.
- [13] Afdalita, E and Purwanto, (2015), *Pengaruh Model Pembelajaran Kooperatif Tipe Group Investigation (GI) terhadap Hasil Belajar Fisika pada Materi Pokok Listrik Dinamis di SMA Amir Hamzah Medan*. INPAFI (Inovasi Pembelajaran Fisika), 3(1): 196- 201.
- [14] Rizal, M., Saerang, I. S., & Jopie, R. J. (2013). *Pelatihan Dan Pengembangan Sdm Dalam Rangka Meningkatkan Kinerja Jurnalis Media Online Di Detikawanua.Com*. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(2).
- [15] Dennisa, E. A., & Santoso, S. B. (2016). *Analisis Pengaruh Kualitas Produk*,

Kualitas Layanan, dan Citra Merek terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai Variabel Intervening (Studi pada Klinik Kecantikan Cosmedic Semarang). *Diponegoro Journal of Management*, 5(3), 997-1009.

- [16] Saragih, R. (2017). Membangun usaha kreatif, inovatif dan bermanfaat melalui penerapan kewirausahaan sosial. *Jurnal Kewirausahaan*, 3(2), 26-34.
- [17] Sekaran, Uma and Roger Bougie, (2017), *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*. Salemba Empat, Jakarta.