

Contribution of E-Business Success to Achieving Competitive Advantage in MSMEs

E-Business Success in MSMEs

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2219

Submitted:
MARCH 2025

Accepted:
JUNE 2025

ABSTRACT

The success of marketing implementation in Micro, Small, and Medium Enterprises (MSMEs) in Indonesia today cannot be separated from the use of application-based digital technology such as websites, online platforms, and social media. This study aims to examine the influence of social media, influencer marketing, and content marketing on the success of MSMEs, using indicators that are relevant to the research problem. The type of research used is descriptive with a quantitative approach. Data collection techniques are carried out through questionnaires and interviews. The population of this study is MSMEs spread across various regions in Indonesia, with a total of 526,261 units. The sample determination used the Slovin formula and obtained 100 respondents as a sample representing the population. The results of the study show that influencer marketing, content marketing, and social media marketing are independent factors but have a direct influence on the success of MSMEs. In addition, business success has also been shown to have a significant influence on increasing competitive advantage. The results of this study underline the importance of digital marketing strategies in supporting the growth and competitiveness of MSMEs in the era of digital transformation.

Keywords: Content Marketing, Influencers Marketing, MSMEs, Social Media Marketing.

ABSTRAK

Keberhasilan pelaksanaan pemasaran pada Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia saat ini tidak dapat dipisahkan dari pemanfaatan teknologi digital berbasis aplikasi seperti website, platform daring, dan media sosial. Penelitian ini bertujuan untuk mengkaji pengaruh media sosial, influencer marketing, dan content marketing terhadap keberhasilan UMKM, dengan menggunakan indikator-indikator yang relevan terhadap permasalahan penelitian. Jenis penelitian yang digunakan adalah deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data dilakukan melalui kuesioner dan wawancara. Populasi penelitian ini adalah UMKM yang tersebar di berbagai wilayah Indonesia, dengan jumlah mencapai 526.261 unit. Penentuan sampel menggunakan rumus Slovin dan diperoleh sebanyak 100 responden sebagai sampel yang mewakili populasi. Hasil penelitian menunjukkan bahwa influencer marketing, content marketing, dan social media marketing merupakan faktor-faktor yang berdiri sendiri namun memiliki pengaruh langsung terhadap keberhasilan UMKM. Selain itu, keberhasilan usaha juga terbukti memiliki pengaruh signifikan terhadap peningkatan keunggulan bersaing. Hasil penelitian ini menggarisbawahi pentingnya strategi pemasaran digital dalam mendukung pertumbuhan dan daya saing UMKM di era transformasi digital.

Kata Kunci: Pemasaran Konten, Pemasaran Influencer, UMKM, Pemasaran Media Sosial.

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 13 No. 4, 2025
pp. 2219-2232
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v13i4.3468

INTRODUCTION

The use of digital technology such as websites, digital platforms, and social media has become the key to the success of MSME promotion in Indonesia, along with the increasing use of smartphones and internet penetration (Apidana & Rusvinasari, 2024). This digital transformation connects individuals, businesses, and data, driving economic efficiency (Javaid et al., 2024; Saskara & Achmad; 2024; Song et al., 2024). MSME business innovation also needs to adapt to the behavior of the millennial generation who are familiar with technology (Ashar & Irfan, 2019; Nugraha et al., 2023).

Micro, Small, and Medium Enterprises represent in Indonesia a key economic sector that are able to support the absorption of GDP into the country reaching 61.07% and the absorption of labor to reach 133.05 million people (Galib, 2024). The expansion of Indonesia's micro, small, and medium-sized businesses is fueled by their adaptation and use of digital technology, particularly in online marketing, to enhance competitiveness and access the target market (Maksum et al., 2020; Wiliandri, 2020; Nely, 2021; Siregar et al., 2023). According to data from Micro, Small and Medium Enterprises for the start-up category in Indonesia that have successfully adopted digital into their businesses, reaching 1,434 start-up business units until 2023 (Sutarman et al., 2023).

The success of MSMEs in North Sumatra, especially Medan, is influenced by the use of digital platforms such as social media. According to Hasan et al. (2025), social media acts as a center for consumer interaction, a knowledge market, and an entrepreneurship center, as well as being an important information repository for further research. Emmanuel et al. (2022) emphasized that social media improves business performance by creating two-way communication between customers and companies. Saputra (2023) also stated that the positive features of social media in international activities are increasingly recognized and understood. Pranata et al. (2023) added that social media as an internet-based resource provides synergy and complements other resources in the company. Thus, social media is an important factor in the promotion and digital marketing of MSMEs.

In the digital era, the success of MSMEs does not only depend on social media, but also on the role of influencers as central figures who influence digital society. According to Cartwright et al. (2022), influencer marketing includes trust, expertise, professionalism, and knowledge exchange that are woven into a sustainable business network. Ao et al. (2023) added that influencer credibility empirically determines the direction of relationships and effectiveness in MSME businesses. Liu (2021) stated that influencer marketing is an important source of information on social media, where consumers often refer to content shared by influencers before making a purchase. Erislan (2024) emphasized that influencer marketing is effective in reaching potential consumers because of the influencer's ability to improve brand image and awareness. Therefore, the integration of influencer in MSME marketing strategies through social media is an important phenomenon that influences consumer behavior and is worthy of further study.

However, these results do not fully reflect the conditions of MSMEs which still face real challenges. Previous studies have focused more on MSMEs in big cities such as Jakarta and Surabaya (Nely, 2021; Maksum et al., 2020), while the Medan context has rarely been studied. The study only focused on the existence of social media without exploring content strategies and the role of influencers in an integrated manner. On the contrary, field findings show that MSMEs in Medan tend to be passive, only posting without interaction, not understanding brand personas, and not maximizing influencers due to limited costs and understanding. Therefore, the gap in this research lies in the paucity of research explicitly addressing the connection between internet usage and smartphone adoption with the use of social media strategies, content marketing, and the role of influencers in the context of MSMEs. This study focuses on addressing this gap by creating a more complete theoretical framework, as well as highlighting differences in local contexts that are still rarely studied. This study's originality lies in merging three essential aspects: social media, influencer marketing, and content marketing, along with analyzing how digital technology adoption affects the success of MSMEs. This represents

a notable contrast to earlier research that typically analyzes a single aspect in isolation or within a different geographical setting.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Social Media Marketing and Business Success

The presence of platform-based technology or social media applications is a new hope for business actors as an alternative to promotion or marketing. According to Pranata et al. (2023), social media can generally be understood as a form of social interaction characterized by awareness of the existence of other individuals around and the ability to respond to their existence and actions. According to Setiawati et al. (2023), social media is defined as a platform or application based on Web 2.0 technology that facilitates the creation and exchange of user-generated content. Wibowo (2025) describes social media as a web- and mobile-based technology that creates a highly interactive platform, allowing people to communicate, share, collaborate, and modify user-generated content, thereby enabling real-time virtual interaction. Social media marketing techniques significantly increase revenue, market share, and profitability (Gbandi & Iyamu, 2022). The use of social media as a marketing network will empower companies to become more socially active because companies take advantage of the creativity of new business models that focus on the performance of data and content generated systematically from various social behaviors (Ahmad & Alawamleh, 2020). Social media indicators that are relevant to business include entertainment, interaction, trendness, customization, and advertisement (Saputra, 2023).

H1: Social media marketing has a positive effect on the business success.

Influencer Marketing and Business Success

The merging of social media marketing is becoming more tangible, as it can be effective when influencer marketing significantly contributes to business success. The term influencer arose because social media users can leverage their personality while utilizing or endorsing a product (Leung, 2022). According to Erislan (2024), influencer marketing is the most recent new approach by showing a figure who has a strong influence. According to Chen (2023), influencer marketing is an evolution of marketing that involves public figures to promote products or services based on psychological factors. Liu (2021) defines influencer marketing as the use of a figure who serves as a source of information on social media, where consumers refer to the information published by the influencer before making a purchase. According to Erislan (2024), influencers are individuals who have the power to influence the purchasing decisions of others due to their authority, knowledge, position, or relationships. In conclusion, influencer marketing is a persuasive communication process designed to encourage consumers to accept a brand for consumption and is likely to fail if the consumer does not engage in the communication process (Flavi et al., 2021). There are four indicators of influencer marketing, including visibility, credibility, attractiveness, and power.

H2: Influencer marketing has a positive effect on the business success.

Content Marketing and Business Success

The success of an application-based digital business is highly dependent on the power of content marketing. In digital marketing practices, content is the main element that determines the effectiveness of promotion through social media. Content that is delivered persuasively, informatively, and relevantly plays an important role in attracting the attention of the audience and building engagement with consumers. Therefore, a successful digital marketing strategy is generally supported by the quality of content that is able to convey business messages in a strong, interesting way, and has a positive impact on marketing results. According to Guide (2024), content marketing is a strategic method focused on creating and distributing valuable, relevant, and consistent content to engage

and retain a specific audience and, ultimately, to drive profitable customer actions. The essence of content marketing, as stated by Pranasa et al. (2023), is that it is a crucial marketing tactic that helps businesses develop a strong brand, attract new clients, and retain existing ones. Therefore, the use of influencers in marketing is one of the strategies that involves inviting a public figure or celebrity to collaborate in order to increase brand awareness in line with specific targets. According to Vinerean (2017), content marketing has been a part of the digital marketing strategy for companies operating within an online framework for many years. Indicators of content marketing are shared values, interdependence, quality communication, and opportunistic behavior (Ybarra & Turk, 2009).

H3: Content marketing has a positive effect on the business success.

Business Success and Competitive Advantage

Business success has long been considered a crucial factor in building and maintaining competitive advantage. From a strategic perspective, competitive advantage is the ability of a company to create higher value than its competitors, both through cost efficiency, product differentiation, and service innovation (Pratiwi et al., 2025; Safitri, 2025). Business success, which is reflected in the achievement of financial targets, customer growth, and market competitiveness, is an important foundation in building this differentiation and efficiency (Gulo et al., 2025).

According to Hamid et al. (2023), a company's success is closely related to its ability to manage internal resources that are valuable, scarce, difficult to replicate, and cannot be substituted. In this context, successful businesses have typically developed core systems, processes, and competencies that serve as a long-term competitive advantage. Operational and managerial success is the main requirement for building a sustainable competitive advantage (Alam, 2023; Adrai & Perkasa, 2024). A study by Tajeddini et al. (2017) found that businesses that show high performance tend to have strong adaptive capabilities to market changes, as well as being able to innovate faster than their competitors. These factors are not only indicators of success, but are also the main drivers of the formation of competitive advantage. On the other hand, the success of businesses in establishing strong customer relationships as well as managing brand reputation also contributes to consumer loyalty and market dominance, which ultimately strengthens competitive positions (Manik & Simanjuntak, 2024; Nopriyanto, 2024). In other words, business success is not just the final product but also the continuous procedure that influences the strategic capabilities of the business. A higher degree of appeal that the business provides in comparison to rivals from the perspective of the client (Hosseini et al., 2018). There are four indicators of competitive advantage is innovation, quality, price, delivery dependability, time to market (Farida & Setiawan, 2022).

H4: Business success has a positive effect on competitive advantage.

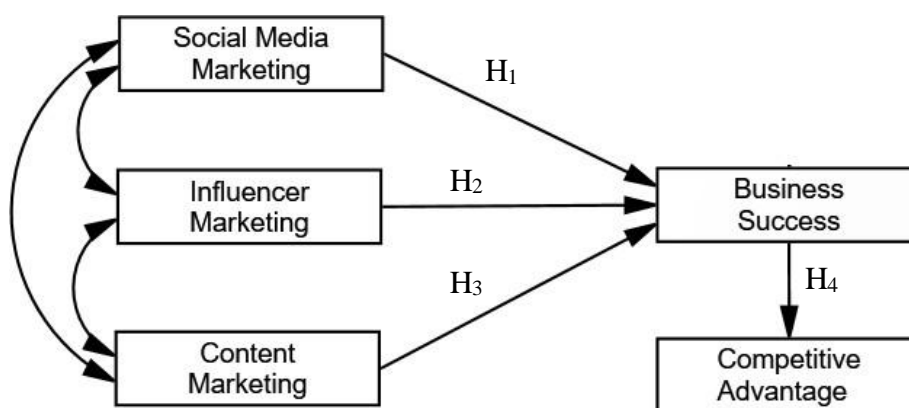


Figure 1. Research Framework

Figure 1 shows a conceptual framework that explains the impact of various digital marketing strategies on business success and competitive advantage. In this model, there are three main forms of digital marketing, namely social media marketing, influencer marketing, and content marketing, each of which is assumed to have a direct influence on business success, as indicated by hypotheses H1, H2, and H3. This means that the use of social media, collaboration with influencers, and the presentation of interesting and informative content are believed to be able to improve the performance of MSMEs. Additionally, it is believed that the business's success will have an effect on the creation of competitive advantage, as explained in hypothesis H4. The relationship between these variables shows that the implementation of appropriate digital marketing strategies can be a key factor in strengthening the position of MSMEs amidst increasingly competitive market competition in the digital era.

RESEARCH METHOD

This type of research adopts descriptive research with a quantitative approach, where this research uses questionnaires and interviews to collect data. The nature of this research aims to obtain an overview of a situation and problem and be interpreted with the applicable research mechanism. The population targeted in this study is Micro, Small and Medium Enterprises spread across the city of Medan which totals 526,261 units (Provsu, 2023). Sampling determination technique using the following Slovin formula:

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

$$n = \frac{526.261}{1 + 526.26 (0.10)^2}$$

$$n = 99.98$$

This was then rounded up to 100 samples.

The sample determination uses a purposive sampling technique with the criteria that each targeted sample has a social media business account FB, TikTok and IG as an online promotional medium. The sample size obtained is then proportionally allocated using the formula as follows:

$$n_i = f_i \times n$$

where:

n_i = the number of samples from sub-district i

f_i = the proportion of MSMEs in sub-district i to the total number of MSMEs

n = total number of samples

The distribution of the number of MSME samples taken from eight sub-districts in Medan City based on the proportion of the number of MSMEs in each region to the total number of MSMEs, which is 526,261 units. Sampling was carried out proportionally using the formula. the number of MSMEs per sub-district divided by the total number of MSMEs, then multiplied by 100. The results of this calculation were then rounded up to determine the number of samples taken from each sub-district. For example, from Medan Tuntungan District which has 40,778 MSMEs, 8 samples were obtained, Medan Johor with 35,336 MSMEs obtained 7 samples, Medan Amplas with 80,217 MSMEs obtained 15 samples, and Medan Denai which has 95,699 MSMEs obtained 19 samples. Meanwhile, Medan Area District with 65,878 MSMEs took 12 samples, Medan Kota with the highest number of MSMEs, namely 101,027, obtained 20 samples, Medan Maimun with 61,125 MSMEs obtained 11 samples, and Medan Polonia with 46,201 MSMEs obtained 8 samples. The total number of samples taken was 100, which shows that the sample distribution has been adjusted proportionally to be representative of the distribution of MSMEs in each district (Table 1). This approach is important to ensure that the data obtained reflects real conditions and can be used for fair and comprehensive analysis.

Table 1. Proportional Sample Distribution of SMEs

No.	Sub-district	Number of MSMEs	Proportion (%)	Number of Samples
1	Medan Tuntungan	40.778	$(40.778 / 526.261) \times 100 \approx 7.75\%$	8
2	Medan Johor	35.336	$(35.336 / 526.261) \times 100 \approx 6.71\%$	7
3	Medan Amplas	80.217	$(80.217 / 526.261) \times 100 \approx 15.25\%$	15
4	Medan Denai	95.699	$(95.699 / 526.261) \times 100 \approx 18.19\%$	19
5	Medan Area	65.878	$(65.878 / 526.261) \times 100 \approx 12.52\%$	12
6	Medan Kota	101.027	$(101.027 / 526.261) \times 100 \approx 19.20\%$	20
7	Medan Maimun	61.125	$(61.125 / 526.261) \times 100 \approx 11.62\%$	11
8	Medan Polonia	46.201	$(46.201 / 526.261) \times 100 \approx 8.78\%$	8
	Total	526.261	100%	100

The data analysis technique used in this study uses a path analysis approach with the help of SPSS and AMOS applications. Path analysis is an extended regression analysis that aims to determine the causal relationship between variables by analyzing the pattern of relationships or direct or indirect influences between independent variables and dependent variables.

RESULTS

According to the findings from the distribution of the Google form survey sent to 100 participants in the research, it was stated that all respondents succeeded in filling out the questionnaire and obtained the results of the description of the respondents' profiles. Based on Table 2, regarding the profile of the respondents who are Micro, Small and Medium Enterprises (MSMEs), it was found that the profile of the respondents was reviewed from education dominated by Bachelor, reviewed from the type of Micro, Small and Medium Enterprises dominated by fashion & accessories, hair salon, and beauty products, reviewed from the position dominated by the owner or business owner, Finally, almost all Micro, Small and Medium Enterprises in Medan City have social media accounts such as FB, Tiktok, and IG. From the data presented, it was discovered that Micro, Small and Medium Enterprises (MSMEs) had specifically utilized social media accounts, and according to the data, none of the Micro, Small and Medium Enterprises in Medan City had utilized influencer marketing in their promotions and marketing. However, from the promotion of Micro, Small and Medium Enterprises from social media accounts, it was found that it was good enough to understand and create content or content for online promotion that was innovative in terms of language and creativity.

Table 2. Respondent Profile

Criteria	Profile	Total	Percentage	
Education	Diploma	29	29.0	
	Magister	11	11.0	
	Bachelors	38	38.0	
	High School	22	22.0	
Types of MSMEs	Agribusiness	4	4.0	
	Fashion & Accessories	27	27.0	
	Furniture	10	10.0	
	Consulting Services	2	2.0	
	Hand Craft	4	4.0	
	Health	3	3.0	
	Content Creator	3	3.0	
	Hair Salon	21	21.0	
	Automotive	4	4.0	
	Beauty Products	19	19.0	
	Textile	3	3.0	
	MSME Position	Manager/Supervisor	31	31.0
		Owner	48	48.0
Staff		21	21.0	
MSME Position	Manager/Supervisor	31	31.0	
	Owner	48	48.0	
	Staff	21	21.0	
Social Media Accounts	No Account	3	3.0	
	FB	6	6.0	
	FB, IG	51	51.0	
	FB, IG, Tiktok	40	40.0	

Next, a validity and reliability assessments were conducted on the instrument to ensure it was valid before the questionnaire was distributed to respondents. Table 3 presents the results of the validity and reliability test of the indicators used to measure six variables in the study, namely Social Media Marketing, Influencer Marketing, Content Marketing, Business Success, and Competitive Advantage. Validity tests are performed to ensure that each indicator truly represents the construct of the variable being measured, with a loading factor value above 0.5 considered valid. The results show that almost all indicators have adequate validity values. However, the Entertainment indicator in the Social Media Marketing variable only has a value of 0.466 so it is declared invalid. However, other indicators such as Interaction (0.942), Trendness (0.914), Customization (0.897), and Advertisement (0.860) show an excellent level of validity. Furthermore, all indicators in the Influencer Marketing, Content Marketing, and Competitive Advantage variables have a high validity value, although Opportunistic behavior in Content Marketing is at the lowest value of 0.634, but it is still considered valid. For the reliability test, all variables show excellent results with values above 0.8. For example, Social Media Marketing has a reliability value of 0.929, Influencer Marketing 0.886, Content Marketing 0.912, Business Success 0.831, and Competitive Advantage reaching 0.945. This indicates that the indicators in each variable are consistent and reliable in measuring the construction. Thus, it can be concluded that overall, the instruments used in this study are valid and reliable, although some indicators such as Entertainment and Entrepreneurial Leadership should be revised or eliminated in future studies. The outcomes of the validity and reliability instrument testing are shown in the Table 3.

Table 3. Instrument Validity and Reliability Test Results

Variable	Indicator	Validity Test Results	Reliability Test Results
Social media marketing	Entertainment	0.466	0.929
	Interaction	0.942	
	Trendness	0.914	
	Customization	0.897	
	Advertisement	0.860	
Influencer marketing	Visibility	0.743	0.886
	Credibility	0.784	
	Attractiveness	0.721	
	Power	0.770	
Content Marketing	Shared values	0.903	0.912
	Interdependence	0.876	
	Quality communication	0.803	
	Opportunistic behavior	0.634	
Business Success	Entrepreneurial orientation	0.746	0.831
	Entrepreneurial competence	0.806	
	Entrepreneurial leadership	0.535	
Competitive Advantage	Innovation	0.860	0.945
	Quality	0.901	
	Price	0.812	
	Delivery dependability	0.920	
	Time to market	0.765	

Data analysis in this study with path analysis with the help of SPSS and AMOS. Path analysis is the development of a regression model that is used to test the fit of the correlation matrix of two or more models compared by the researcher. The hypothesis test in this study uses a significant level of 10%. Before testing the hypothesis, a goodness of fit test was first carried out.

Table 4. Good of Fit Index

Goodness of Fit Index	Result	Cut off Value	Criteria
Chi-square	1.233	Expected small	Good Fit
Probability	0.745	≥ 0.05	Good Fit
RMSEA	0.000	≤ 0.08	Good Fit
AGFI	0.975	≥ 0.9	Good Fit
GFI	0.995	≥ 0.9	Good Fit
CFI	1.000	≥ 0.9	Good Fit
TLI	1.025	≥ 0.9	Good Fit

Based on Table 4, the results of the Goodness of Fit (GOF) test are presented which are used to evaluate the suitability of the model in the Structural Equation Modeling (SEM) analysis. GOF is an important indicator to assess whether the constructed structural model is in accordance with empirical data. Based on the results shown, the Chi-square value of 1.233 indicates a small value, which indicates that the model has a good match with the data. The Probability value of 0.745 is greater than the minimum limit of 0.05, which means the model is statistically acceptable. Furthermore, an RMSEA (Root Mean Square Error of Approximation) of 0.000 is well below the maximum limit of 0.08, indicating that the model's approximation error is very low and the model is categorized as excellent. The AGFI (Adjusted Goodness of Fit Index) value of 0.975 and the GFI (Goodness of Fit Index) of 0.995, both exceeded the threshold value of 0.9, which

signifies an excellent model fit rate. The other indices, namely the CFI (Comparative Fit Index) and TLI (Tucker-Lewis Index), showed values of 1,000 and 1,025, respectively, which were also above the 0.9 cut-off, indicating that the model was built to be very fit for the data used. Overall, all indicators in the table show that the tested research model meets the criteria of good Goodness of Fit, so it can be concluded that the model is valid and suitable for further analysis. Based on the Goodness of Fit Index in Table 4, it shows that all criteria meet the requirements so that this research model has compatibility with goodness of fit.

The following are the findings of the route analysis conducted for this study using AMOS (Figure 2).

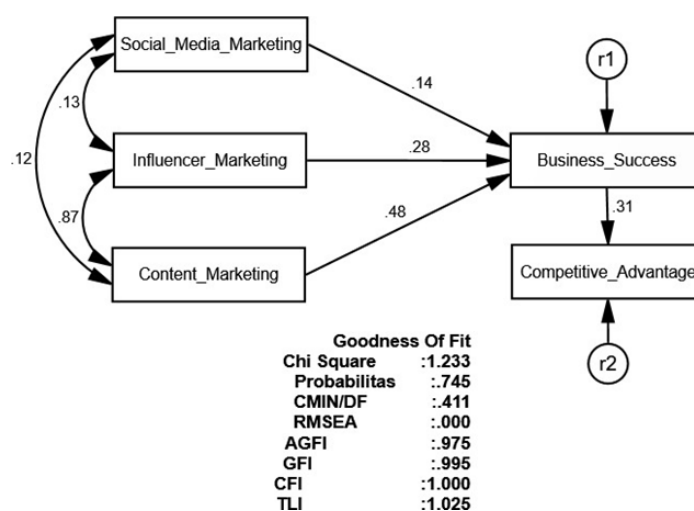


Figure 2. Hypothesis test result

Figure 2 is a structural analysis model that describes the relationship between three exogenous variables, namely Social Media Marketing, Influencer Marketing, and Content Marketing, to the endogenous variable, namely Business Success, and the influence of Business Success on Competitive Advantage. Each path is indicated by a coefficient value that represents the magnitude of the direct influence. From the picture, Content Marketing has the strongest influence on Business Success with a coefficient of 0.48, followed by Influencer Marketing of 0.28, and Social Media Marketing of 0.14. Furthermore, Business Success has a positive effect on Competitive Advantage with a coefficient of 0.31.

Table 4 shows the results of estimating the relationships between variables in structural models using regression analysis in Structural Equation Modeling (SEM). These results show that the three independent variables, namely Social Media Marketing, Influencer Marketing, and Content Marketing, have a significant effect on the Business Success variable, while Business Success also has a significant effect on Competitive Advantage. In detail, the influence of Social Media Marketing on Business Success has a coefficient of 0.093 with a p value of 0.031, which means significant at the level of 5% (because $p < 0.05$). Influencer Marketing shows a coefficient of 0.224 with a p value of 0.031, which is also significant. Meanwhile, Content Marketing has the greatest influence on Business Success, which is 0.389 with a very significant p value ($p < 0.001$, marked with ***). Furthermore, Business Success was proven to have a significant effect on Competitive Advantage with a coefficient of 0.534 and a p value of 0.001. Overall, this table corroborates that the three digital marketing strategies make a significant contribution to the success of MSME businesses, and the success of these businesses in turn can increase their competitive advantage

Table 5. Path Analysis Model

Hypothesis	Estimate	S.E.	C.R.	P
Social Media Marketing -> Business Success	0.093	0.043	2.160	0.031
Influencer Marketing -> Business Success	0.224	0.104	2.151	0.031
Content Marketing -> Business Success	0.389	0.108	3.603	***
Competitive Advantage -> Business Success	0.534	0.166	3.219	0.001

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DISCUSSION

The results of the first hypothesis test showed that social media marketing had a direct effect on business success, with a critical ratio of $2.160 > 1.96$ and a p-value of $0.031 < 0.05$, so the hypothesis was accepted. This proves that social media-based marketing strategies are cost-effective and very relevant in helping MSMEs adapt to technological developments and consumer tastes. Social media has also proven to be widely used by large companies to accelerate product introduction (Mukhtar et al., 2022; Antczak, 2024; Singh, 2024).

Meanwhile, the results of the second hypothesis test showed that influencer marketing also had a direct effect on business success, with a critical ratio of $2.151 > 1.96$ and a p-value of $0.031 < 0.05$. This reinforces the importance of collaboration between MSME actors and influential public figures on social media as a digital marketing strategy. This research supports previous findings that influencer marketing is an important part of digital marketing communication (Ishola, 2022; Khurshid, 2024; Verplancke, 2022).

The results of the third hypothesis test between content marketing have a critical ratio value of $3.219 > 1.96$ (constant) and p-value of $0.000 < 0.05$ so it can be concluded that the hypothesis testing in this study is acceptable. This means that content marketing variables have a direct influence on the success of the business. The results of this study support the research by Jafarova (2022) and Fulu (2024) that content marketing has various functions such as increasing brand recognition, building expertise, and having a great influence in shaping consumer behavior decisions. Therefore, social media and influencers are a perfect package in digital marketing, or a platform supported by attractive and communicative marketing content that will lead consumers to engage in a purchase. This marketing method allows businesses to communicate with their target audience and identify their problems. Businesses can always easily produce content that addresses these issues, and they use content marketing to influence their target audience and create experiences for them (Chen et al., 2024).

The results of the fourth hypothesis test between business success have a critical ratio value of $3.603 > 1.96$ (constant) and p-value of $0.000 < 0.05$. Thus, it can be determined that the hypothesis testing in this research is valid. This indicates that the variables of business success directly affect competitive advantage. Therefore, explicitly the results of the study are interpreted that the variables of business success of Micro, Small and Medium Enterprises in digital marketing that emphasize and focus on the use of social media, influencers and marketing content are a perfect competitive advantage in promotional packages or digital marketing and using platforms (Benjumearias et al., 2022). Therefore, companies or Small Micro and Medium Enterprises that empower technology in their business implementation will provide a solid competitive advantage and will be able to compete with similar companies or Micro Small and Medium Enterprises. The sensitivity of Micro Small and Medium Enterprises to marketing strategies using social media, influencers and marketing content is a necessity that must be maintained to be able to compete (Habibie et al., 2024).

CONCLUSION

The conclusion of this study finds that descriptively the research respondents have a good adaptation to social media platform-based promotion and marketing, this certainly provides a strong reason if social media marketing, influencer marketing and content marketing are a single package in platform-based marketing that is interrelated and

supportive so that it becomes a way to create a new competitive advantage in the world of marketing. The results of the study show that social media marketing, influencer marketing and content marketing are independent variables that have a direct influence on the business success of Micro, Small and Medium Enterprises as well as business success also has a direct impact on competitive advantage. Among the three, content marketing has proven to have the strongest influence on the success of MSME businesses. In addition, business success also has a direct impact on increasing competitive advantage, especially through increased efficiency, consumer trust, and brand strength. The author hopes that the results of this study can be a reference for MSME players to be more active in utilizing digital technology, developing creative and relevant content, and establishing strategic partnerships with influencers as an effort to strengthen their position in increasingly competitive market competition.

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