

The Influence Of Online Marketing And Content Creators On Income Increase In UMKM In Purwakarta

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ABSTRACT. This study aims to identify and analyze the influence of online marketing and the role of content creators on increasing income in Micro, Small, and Medium Enterprises (MSMEs) in Purwakarta. In the increasingly developing digital era, MSMEs are faced with new challenges and opportunities that require effective marketing strategies to survive and thrive. Data were taken from an online questionnaire to respondents, namely MSME actors in Purwakarta Regency. Partial least squares structural equation modeling and mediation analysis used the bootstrap method. This study reveals several important results regarding the influence of online marketing and the role of content creators on increasing income in MSMEs in Purwakarta. First, online marketing has been shown to significantly increase the visibility and sales of MSME products. Social media platforms, websites, and marketplaces are effective tools in reaching wider consumers and diversifying sales channels. Second, content creators play a crucial role in strengthening brand awareness and building closer relationships with consumers. Collaboration with content creators helps MSMEs to create interesting and relevant content, so that it can increase consumer engagement and expand market reach. This study will evaluate the extent to which online marketing can increase the visibility and sales of MSME products and how content creators contribute to expanding market reach and strengthening brand awareness.

Keyword: Online Marketing, Content Creators, Income Increase, and MSME Players

JEL Classification: MM1, MM2

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INTRODUCTION

During the digital era, there is a lot of internet use in various activities, including by content creators. The rapid use of social media via the internet has also brought about changes in the behavior of content creators, both positive and negative. The internet can be said to be a tool for humans to communicate indirectly (Hasibuan, 2023).

Modern humans today more often use the internet as a communication tool to interact indirectly with other humans (Hasanah et al., 2025). They do not need time and place to be able to interact with each other. With the internet, various social media have also emerged which are now mushrooming among modern humans and are very popular. Because many people today are carried away by the use of social media. No exception, all levels of humans now use social media as part of their daily lives.

fundamental changes in consumer behavior and business patterns due to the digital revolution that is taking place in Indonesia, especially in Purwakarta (Hasibuan, 2024). This transformation is reflected in the surge in internet usage, the exponential growth of social media platforms, and a significant increase in digital content consumption. As a result, MSMEs in Purwakarta, like in many other areas, have begun to shift their focus to online platforms as their primary means of marketing and sales. However, despite the huge opportunities in the digital realm, there is still little research that specifically studies the influence of marketing (engagement) on content creators and how it affects the economic growth of MSMEs. The influence of marketing on content creators can be a key factor in expanding the reach and strengthening the relationship between MSMEs and their potential consumers. In addition, it is still unclear how the income of MSMEs in Purwakarta can be influenced by consumer engagement with content produced by digital creators (Gounaris, 2005). Therefore, this study aims to fill this knowledge gap by conducting an in-depth analysis of the relationship between curiosity and content creators on increasing the income of MSMEs in Purwakarta. By understanding these dynamics, it is hoped that this study can provide valuable insights for MSMEs and the local government in developing marketing strategies and economic development based on digital platforms (Prasetyaningrum & Sudalyo, 2024).

LITERATUR REVIEW

Income Increase

Income increase refers to the growth in the amount of income received by an individual or organization from various sources over a period of time. In a business context, this means an increase in the total income earned from the sale of products or services. Income increase can be measured by comparing income in a certain period of time with income in the previous period (Fitriana et al., 2021). Several factors that can contribute to increased income include increased sales, increased selling prices of products or services, product diversification, market expansion, operational efficiency, and effective marketing strategies. In this study, income increase in MSMEs in Purwakarta refers to the increase in income they earn from selling products or services after implementing online marketing strategies and working with content creators (Hasibuan et al., 2021).

Online Marketing

According to (S. Setyanugraha & Hasibuan, 2020) Online marketing is a company performance system that focuses on selling goods, services or promotions that use internet media to support the system. Online marketing is better known here as e-commerce. It uses the Internet as a trading activity to make shopping activities easy and efficient. One of the benefits of online marketing is that the payment system becomes easier and more efficient (Hasibuan et al., 2024).

Online marketing can be a trading action to buy and offer goods and administrations to meet needs that are carried out online on the web by including web clients (R. S. Setyanugraha et al., 2021). Online exhibitions can also be referred to as computerized promotions because both utilize current computerization innovations. Various types of goods and administrations can be advertised through various types of social media, websites, or online stages on the web, making it easier for individuals to get data. Showing online by optimizing exhibition substance is more interesting than fair marketing through online media or publications (Al Issa & Omar, 2024). This often happens because optimized marketing substance will provide a variety of images and impressions than the same notification that is constantly circulating. Therefore, the methodology for optimizing exhibition substance and utilizing online stages or websites as a place to hold online exhibitions is very important for businesses to consider (Ismail, 2017). Therefore, this study proposes the following hypothesis:

H1. Online Marketing (X1) has a positive effect on Income Increase (Y)

Content Creator

Content creator is a term for someone who produces various content materials, either in the form of writing, images, sound, or a combination of two or more materials (Reimann et al., 2022). The existence of the content creator profession cannot be separated from technological advances, especially now that access to information is increasingly open, there are more opportunities to become a content creator or create content that can be widely distributed to various social networks. Becoming a content creator is very prone to being away from the internet network. Content is now a hobby, and not a few make it a lifestyle (Su et al., 2023).

In addition, according to (Song et al., 2022) a content creator is someone who is responsible for creating content that is visually appealing and interesting to the audience. This content is usually developed to educate, entertain, and please a connected digital audience. The main goal is to build a following of people involved in content producers and the institutions they represent. This entity can be the identity of the creator, brand, or business where they work (Chen et al., 2023).

This study proposes a positive influence between Content Creators and Income Increase because previous research shows that Content Creators have a positive effect on Income Increase. Therefore, we propose the following:

H2. Content Creators (X2) have a positive effect on Income Increase (Y).

This study chooses to focus on Online Marketing towards Content Creators because Online Marketing through social media can influence content development by creators (Zhang & Erturk, 2022). Therefore, we predict that Online Marketing will positively influence Content Creators because online marketing involving content creators on social media can have an impact on consumer brand attitudes and purchase intentions (Gounaris, 2005). Therefore, we propose the following hypothesis:

H3. Optimizing empowerment (X1) has a positive effect on digital technology literacy (X2).

METHODS

This study uses a quantitative approach with a survey design to analyze the influence of online marketing and content creators on increasing the income of MSMEs in Purwakarta (Creswell & Creswell, 2018). The research population is all MSMEs in Purwakarta, with samples selected purposively, namely MSMEs that actively use online marketing and collaborate with content

creators. Data were collected through a questionnaire covering demographic information, use of online marketing, collaboration with content creators, and changes in income. Data analysis was conducted using descriptive and inferential statistical techniques, including linear regression to test the relationship between independent variables (online marketing and content creators) and dependent variables (increased income). The validity and reliability of the instruments were tested to ensure the accuracy and consistency of the results. This study also pays attention to research ethics by maintaining the confidentiality and privacy of respondents, and obtaining their consent before data collection. With this methodology, the study is expected to provide a comprehensive picture of the influence of online marketing and content creators on the income of MSMEs in Purwakarta.

RESULT AND DISCUSSION

RESULTS

The results of the loading factor testing of the indicators of each variable can be found in the table below.

Table 1. Outer Loadings

Indicator	Creator Content	Online Marketing	Increased Income
KK2	0,893		
KK3	0,917		
KK5	0,873		
PO2		0,787	
PO3		0,913	
PP2			0,902
PP4			0,851
PO1		0,885	

The loading factor shows the relationship between the construct and the indicator, where the loading factor value is more than 0.70. A high loading factor value indicates that the indicator is strong in representing its construct and vice versa.

Data Analysis and Results

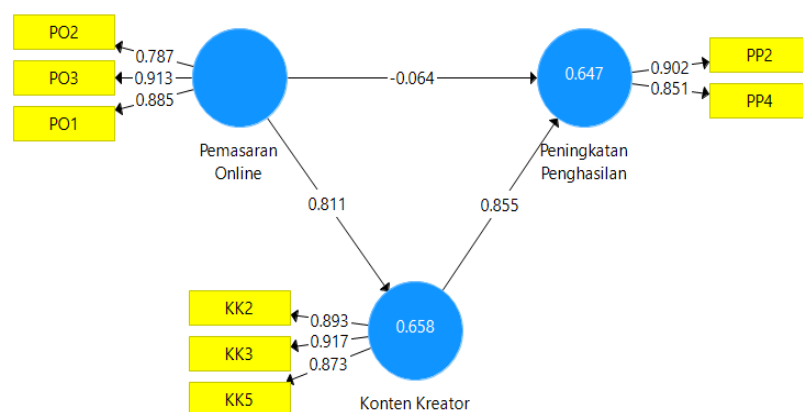


Figure 2. Measurement Results

Data analysis shows that all variables have been identified as valid with a value of > 0.700 . This means that this finding shows that the majority of indicators in the three research variables have a high validity value, indicating that the research instrument is able to measure the intended construct well. Below are the results of data reliability, as follows:

Table 2. Data Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Creator Content	0,875	0,879	0,923	0,800
Online Marketing	0,829	0,856	0,897	0,745
Increased Income	0,703	0,722	0,870	0,770

The results of data reliability analysis of both Cronbach's Alpha, rho_A, Composite Reliability and AVE showed valid results. Below are the results of the discriminant validity.

Table 3. Discriminant Validity

	Creator Content	Online Marketing	Increased Income
Creator Content	0,894		
Online Marketing	0,811	0,863	
Increased Income	0,804	0,630	0,877

From the results of the table above, it is explained that "For each indicator item in the construct, the factor loading value is higher than the cross loading value. Therefore, it can be said that all constructs or latent variables already have strong discriminatory validity, and have better performance compared to other indicator blocks in the construct indicator block. Structural model testing consisting of model fit/model fit test, path analysis/Path Coefficient, and R^2 . The fit model fit analysis, the goal of which is to make the models match the data obtained, is illustrated in the table below:

Table 4. Fit Summary

	Saturated Model	Estimated Model
SRMR	0,095	0,095
d_ ULS	0,325	0,325
d_G	0,383	0,383
Chi-Square	57,494	57,494
NFI	0,698	0,698

The Fit Summary table above shows that the SRMR (Standardized Root Mean Square Residual) value shows the difference between the observed covariance matrix and the covariance matrix predicted by the model. An SRMR value smaller than 0.80 indicates a fit model. The NFI (Normed Fit Index) value indicates the level of fit of the model compared to the baseline model. An NFI value smaller than 0.90 indicates a model is not fit. d_ ULS shows the mean difference between data and models on unweighted least squares (ULS). A smaller d_ ULS value indicates a better model fit. The ideal d_ ULS value is less than 1.96 (p-value 0.05). d_ G shows the average difference between the data and the model in generalized least squares (GLS). A smaller d_ G value indicates a better model fit. The ideal d_ G value is less than 1.96 (p-value 0.05). The Chi-Square test is used

to test the overall fit of the model. A significant Chi-Square value ($p\text{-value} < 0.05$) indicates that the model is not fit.

Table 5. R-Square

	R Square	R Square Adjusted
Creator Content	0,658	0,646
Increased Income	0,647	0,622

The aforementioned table above shows information about PLS model match. The R^2 (R-Square) value of each construct indicates the proportion of construct variance described by other constructs in the model. Meanwhile, the Adjusted R^2 (Adjusted R-Squared) value takes into account the number of constructs in the model.

Results of Direct Influence Analysis

Table 6. Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic s (O/ST DEV)	P Values
Creator Content -> Increase Income	0,855	0,875	0,184	4,650	0,000
Online Marketing -> Content Creators	0,811	0,815	0,070	11,575	0,000
Online Marketing -> Increase Income	-0,064	-0,098	0,239	0,266	0,790

The results of bootstrapping the conceptual model (as hypothesized in the figure above and summarized in Table 6) reveal that the findings are significant and insignificant. In particular, some of these variables (H2, and H3) have a positive and significant effect. While H1 has a ($P\text{-Value} > 0.005$) or its statistical value is less than 1.96.

Results of Direct Mediation Analysis

Table 7. Mediation Analysis Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic s (O/ST DEV)	P Values
Online Marketing -> Content Creators -> Increase Income	0,694	0,712	0,161	4,314	0,000

To test the proposed mediation relationship, we followed the steps of estimating the indirect/effect relationship and then tested the statistical significance of Income Increase as a mediating factor. The results show that online marketing and content creators are able to influence the increase in income ($P\text{-Value} < 0.005$).

DISCUSSION

From the results of the analysis above, it is known that one variable does not have a direct effect, namely the online marketing variable (X1) on increasing income (Y). According to (Chaffey and Ellis-Chadwick, 2019) The complexity of online marketing involves many factors, not only strategy, but also technology, data, and interrelated processes. The success of online marketing does not only depend on one or two variables, but requires synergy from various elements. and according to (Kotler and Keller, 2015) time and consistency are needed to build an online presence and get significant results that require time and consistency. Changes in income cannot be seen instantly, but require ongoing efforts in implementing online marketing strategies. In addition to the factors above, from the results of the analysis (Chin et al., 2024) the people of the Purwakarta area are accustomed to implementing offline marketing, such as direct sales, promotions through print media, and face-to-face interactions. They tend to be more comfortable and trust traditional marketing methods than online. With the habits of the Purwakarta people who prefer offline marketing, the implementation of online marketing will not have an impact on increasing income. This is because the target market is still fixated on traditional marketing methods that have become habits (Bag et al., 2023). So overall because of the complexity, time, consistency needed, and the habits of the Purwakarta community who prefer traditional marketing. The success of online marketing requires a comprehensive approach and considers various aspects to achieve the desired results.

Content creators (X2) and increased income (Y) are two variables that are interrelated by increasing product visibility and reach through a large follower base on social media, creating interesting content, and increasing the credibility of the products they promote (Buccieri & Park, 2022). Direct interaction with followers also helps MSMEs in Purwakarta understand consumer needs and build loyalty. The viral potential of the content they create can cause a spike in sellers, while the online marketing strategies they use expand market reach. Collaboration and endorsement with content creators create significant synergy, making them a bridge that connects MSMEs with a wider market and has a positive impact on increasing MSME income in Purwakarta.

Online marketing (X1) and content creators (X2) have a direct influence on increasing income (Y) of MSMEs in Purwakarta because both work synergistically. Online marketing provides tools and strategies such as SEO, paid advertising, and real-time data analysis that help content creators optimize their content and reach a wider and more segmented audience (Cheng et al., 2024). On the other hand, content creators produce interesting and authentic content that can increase the visibility and credibility of MSME products. The collaboration between the two allows for effective integrated marketing campaigns, increases audience interaction and engagement, and leverages the viral potential of the content created. This combination creates a strong synergy, which ultimately has a positive impact on increasing MSMEs in Purwakarta.

CONCLUSION

The results of the study show that online marketing has a significant influence on increasing MSME income. MSMEs that actively use online platforms such as social media, marketplaces, and websites experience a significant increase in sales. In addition, collaboration with content creators also has a significant positive impact on MSME income. Content creators help expand marketing reach and increase consumer trust through product reviews and promotions.

This finding is in line with marketing theory that emphasizes the importance of a strong online presence and good content strategy to increase product visibility and appeal. Content creators act as influencers who can influence consumer purchasing decisions. Collaboration with content creators who have loyal and relevant followers can provide a significant boost to MSME product sales, demonstrating the importance of choosing the right content creator and marketing strategy that suits the characteristics of the target market.

The implications of this study include several practical and academic aspects. Practically, MSMEs in Purwakarta are advised to continue to increase their presence on online platforms and utilize various digital marketing tools to increase sales. MSME owners also need to consider collaborating with content creators that suit their brand to maximize marketing effects. In addition, training and workshops on digital skills, including the use of social media, SEO, and data analysis, are essential for MSMEs.

From an academic perspective, the results of this study can enrich the literature on digital marketing and the role of content creators in the context of MSMEs. Further research is needed to explore other variables that may affect MSME income, such as product quality, customer service, and innovation.

Thus, online marketing and collaboration with content creators have a significant influence on increasing MSME income in Purwakarta. By utilizing digital technology and the right marketing strategies, MSMEs can increase their competitiveness and achieve sustainable growth. This study emphasizes the importance of adapting to technological developments and collaborating with influencers to achieve success in an increasingly competitive market.

This study has several limitations that need to be considered in order to interpret the results properly. First, this study was only conducted in Purwakarta, so the generalization of the results to MSMEs in other areas may be limited. Second, although using a quantitative method with a survey, this study did not involve in-depth interviews or case studies, which could provide a deeper understanding of the experiences of MSME owners. Third, other variables that cannot affect MSMEs' income, such as product quality or pricing strategy, were not considered in this study. Finally, this study may not be able to capture the rapid changes in market trends in the digital world due to its limited time span. Therefore, future research can consider a more holistic approach, such as involving multi-regional studies, using qualitative methods, expanding the scope of variables, and conducting longitudinal research to gain a deeper understanding of the influence of online marketing and content creators on MSMEs. Thus, this study can be a stronger foundation for decision makers in developing marketing strategies and business development for MSMEs.

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