

## **ANALYZING DIGITAL MARKETING, GREEN MARKETING, NETWORKING AND PRODUCT INNOVATION ON SUSTAINABILITY BUSINESS PERFORMANCE, SILK CLUSTER IN POLEWALI- MANDAR, WEST SULAWESI**

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**Abstract:** This study aims to find out the influence of Digital Marketing, Green Marketing, Networking and Product Innovation on the Sustainability Business Performance of the Silk Cluster in Polewali Mandar, West Sulawesi. With the number of respondents as many as 30 silk business people, both weaving and just steaming the woven products. The instrument in the questionnaire is measured using a Likert scale (5 scales), while the variables are 1) Independent Variables consisting of Digital Marketing, Green Marketing, Networking, Product Innovation, 2) Dependent Variable is Sustainability Business Performance. The analysis used in this study is the Partial Least Square Structural Equation Model (PLS SEM). The results show that only Product Innovation has a positive and significant effect on Sustainability Business Performance ( $\beta = 0.328$ ;  $=0.022$ ), while Digital Marketing has a positive but not significant effect ( $\beta = 0.025$ ;  $=0.445$ ), for Networking it has a positive effect. Negative but not significant ( $\beta = -0.030$ ;  $=0.434$ ) and Green Marketing actually has a negative and significant effect on Sustainability Business Performance ( $\beta = -0.277$ ;  $=0.046$ ).

**Keywords:** *Digital Marketing, Green Marketing, Networking, Product Innovation, Sustainability Business Performance*

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### **1. Introduction**

In 2012, the stretching of the creative industry in Indonesia increasingly showed significant development. Even now, some people are starting to predict that the growth of the creative industry can soar quite high, which is up to three times compared to previous years. We can see this condition from the growth of the creative industry which is increasingly active, so that the absorption of labor and the capacity of creativity in our country begins to creep up and has a fairly positive impact on economic development in Indonesia.

Indonesia has a lot of regional superior products which are also part of the creative industry. Where the concept of the creative industry itself is a creativity-based activity that affects the economy and welfare of the community, small industries such as handicrafts, processed products, community creations such as weaving and creative works from woven

products are one of them, including Sulawesi silk woven products and all forms of creative products created.

Silk clusters in Sulawesi almost exist in all western and southern regions, which are widely known as silk sarongs. The silk sarong is one of the traditional works of art that still survives and is expected to continue to exist. The growth and development of silk sarongs in Sulawesi is a manifestation of the richness of regional culture such as in Makassar, Sengkang, Polewali Mandar and other silk sarong producing areas.

One of them is silk in Polewali-Mandar. The Mandar silk sarong (Lipa' Sa'be) is one of the Mandar cultural heritages that is still preserved and has a high selling value made by women who do not have activities. The 3 weaving tools used by craftsmen are still traditional which are functioned manually in the manufacturing process, so it requires accuracy and patience with a long enough time with the selection of materials according to the wishes of consumers. Mandar silk sarongs were very well known until the end of the 20th century. The quality is known to be very high because of its smooth weave. The pattern of Pun can be clearly distinguished from Bugis and Makassar weave. The pattern (Mandar: sure') is in the form of symmetrical boxes developed in various sizes of line thickness and box size.

Initially, the silk sarongs were made by the coastal communities of West Sulawesi, which were done by women. Initially, the women did it just to fill their spare time while waiting for their husbands to come home from fishing in the sea. The women used to do weaving activities under their respective houses, in general, the majority of silk sarong craftsmen were women or teenagers who did not have permanent jobs. Until now, many people in Polewali do weaving activities every day, especially for women.

The younger generation, especially young women in Mandar, are rarely interested in learning traditional silk weaving. They are already more interested in other activities that they consider more productive, such as being employees, employees or factory workers or other jobs that offer higher wages. This is where the role of women is demanded to preserve the mandarin silk fabric as one of the fulfillment of the welfare of their families [3], to make it more attractive and to earn more from the woven products which so far have only been sold to collectors and over time, there have been many weavers who also do this. woven products trading activity. This effort is also maximized to always be maintained so that it can still be sustainable. Various concepts are carried out to maintain business sustainability.

The use of the Internet to support business activities is an option to support sustainability. Lately, the concept of Digital Marketing has become very interesting to be applied in business. The concept of Green Marketing is also very sexy in supporting businesses that are still conventional and the results of local products in certain areas. The Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitudes towards a brand. These changes are increasingly influenced by company policies and practices that affect the quality of the environment and reflect the level of concern for the community. It can also be seen as promoting environmentally safe or beneficial products. The American Marketing Association (AMA) held its first workshop on ecological marketing in 1975 and it wasn't until 1980 that the issue of green marketing was made public for the first time. The AMA defines green marketing as marketing products that are considered to have a responsibility to protect the environment, combining several activities such as product modification, changes in production processes, packaging, advertising strategies and also increasing mutual awareness of the rules of green marketing of an industry.

Networking is one of the business supports that can support sustainability while maintaining various collaborations with various parties. as well as product innovations that generally respond to current developments in customer demand. Responding to requests and needs is an inseparable part of efforts to maintain business activities in order to exist, to improve the performance of the creative industry, creative products produced by the creative industry must have a competitive advantage. This competitive advantage can be in the form of competitive prices, products that have high benefits, have differentiation and are not easily replaced. To achieve this competitive advantage, the creative industry should innovate products by finding new products that are unique and have high attractiveness, or at least develop existing products or duplicate and synthesize products. It is concluded that product innovation has a positive and significant effect on industrial performance. The 4 (four) variables; Digital Marketing, Green Marketing, Networking and Product Innovation are used to analyze the sustainability or business existence of the Silk Cluster in Polewali, Mandar.

### **Digital Marketing**

Digital marketing is the use of the internet and the use of other interactive technologies to create and link information between companies and identified consumers. Internet or digital marketing can be in the form of websites, search engine marketing, web banners, social networks, viral marketing, email marketing and affiliate marketing.

Consequently, DMTTs are increasingly present in many modern SMEs' growth strategies. Their importance for enhancing businesses will increase even faster in the following years, as they are more consistently seen to be also one of the key drivers for assuring a more robust business model, growth and long-term sustainability. Among some of the main components of digital marketing that after their implementation may result in a customer action that ultimately can get profitable for a SME are: Search Engine Marketing (SEM) and Search Engine Optimization (SEO), Content Marketing (CM), Social Media Marketing (SMM), Pay-per-click (PPC), with the most used tools being Google AdWords (recently rebranded as Google Ads) and Social Networks Ads, Pay-per-sale (PPS), Affiliate Marketing (AM) and E-mail marketing (EM).

Many digital strategies are available, depending on the marketing objectives of the company. Each tactic has its advantages and disadvantages, for example to get customers you can use search ads. There are several Digital Marketing tactics that can be used, namely Search Engine Optimization, Search Advertising, Online Advertising, Affiliate Marketing, Video Marketing, Social Media, E-mail Marketing.

In this study, the indicators used are a combination of the three sources above that are relevant to the condition of the weaver community in Polewali-Mandar, namely:

#### **1. Content Marketing**

In this digital era, the content of a message is very important. Content marketing itself is a marketing strategy where we plan, distribute, and create content that is able to attract the right target audience, then encourage them to become customers. Where content marketing has 2 important goals, namely attracting the audience and encouraging the audience to become customers. Content marketing can attract consumers by creating engagement between consumers.

Content Marketing is a marketing strategy in which marketers plan, create, and distribute content that is able to attract the right audience, then encourage them to become customers. Content is the design, writing, and images that contain information

that make up a web page. Good content is the key to attracting customers to a website and keeping them interested or making repeat purchases.

## 2. Social Media Marketing

At this time the internet and social media have changed the way companies and customers communicate. With the presence of the internet era, it is possible for every company to do business worldwide. One that is developing on the internet is the influence of social media. In recent years, it can be seen that the development of social media is very rapid. The unique aspects of social media and as a result of this rapid development have revolutionized marketing practices as well as advertising and promotion.

Content Marketing is a marketing strategy to distribute, plan and create interesting content with the aim of attracting the target market and encouraging them to become customers of a company.

Social Network Sites where anyone can create a personal web page, then connect with others to share information and communicate such as Facebook, Twitter and Instagram. Social media as a group of internet-based applications that use the ideology and technology of Web 2.0, where users can create or exchange information on these applications. Some social media that are very popular and have millions of users in Indonesia are Facebook, Twitter, Instagram, Youtube, Blogs, and others. Social media allows users to communicate with millions of other users.

## 3. E-Mail Marketing

E-mail Marketing Targeting consumers via email is usually done by online businesses. Email marketing is sent to prospective customers who have never bought a product and to consumers who are already customers in the business.

E-mail marketing is a marketing method that uses email as a medium to disseminate information which consists of two, namely: 1. Outbound email marketing, namely email sent from an organization to customers. 2. Inbound email marketing is email sent from customers to an organization.

The main purpose of sending email marketing, of course, is as a campaign to the recipient of the email. This campaign itself is based on the importance of trusting potential buyers and customers, so that they can continue to visit the website for more in-depth information, or directly buy the products offered.

## **Green Marketing**

Green marketing or it can also be called environmental marketing is defined as the consistency of all activities that design services and facilities for the satisfaction of human needs and desires, with no impact on the natural environment. This understanding is similar to the definition of Ecological Marketing which mentions the positives and negatives of marketing activities on pollution, loss of energy and non-energy resources. Green Marketing The American Marketing Associate (AMA, 1975) defines green marketing as the marketing of products that are presumed to be environmentally safe. Green marketing as "All activities designed to generate and facilitate any exchange intended to satisfy human need servants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment." services and facilities for the satisfaction of human needs and wants, with no impact on the natural environment). Green marketing is not only limited to marketing activities and the composition or characteristics of the products produced, but also to the processes and production techniques. In marketing there is the term positioning which

means the position of the company against consumers, rivals, other companies, organizations/institutions and the government. Environmental issues are not only to build a good image, they can even be used as a strong positioning basis for the company.

#### Green Marketing Mix

The use of the green marketing concept is indeed an interesting thing because environmental issues are quite sensitive issues and have received enough public attention. Conceptually, in its operations, the green marketing concept uses the following marketing mix:

1. Eco-friendly Products  
“Green” products should be preferred so they should be constructed in such a way that they can be recycled and reused. Waste from the product should also not harm the environment.
2. Premium Price  
Environmentally friendly industries have different work systems, so the prices are different. Most consumers are only willing to pay a premium price if consumers see green products as having more value. This added value can be in the form of performance, function, design, visual appeal or better taste. Often, green products have relatively high initial costs but lower long-term costs.
3. Distribution Channels or Eco-Friendly Places  
Companies aiming to “green” their products should successfully position themselves more broadly in the market. Product distribution channels must implement environmentally friendly design solutions, since the time when companies must ensure the ecological value of products on the market.
4. Eco-Friendly Promotion  
An environmentally friendly promotion and sponsorship is also needed. It is important for companies to be more transparent so that consumers can easily see if the information provided by the company is correct. Furthermore, companies must communicate the company's initiatives to become a green company to consumers and employees.

#### Networking

Networking is a factor that drives the sustainability of a business. Networking in the business world refers to the ability of owners to gain access to resources not under their control. The network itself is the ability of network ties (networkties) to connect actors with various businesses, such as business partners, friends, agents, mentors to get the resources needed such as information, money, moral support for network actors [30]. These social networks are individuals, groups, organizations, and related systems that bind together in one or more types of interdependence. facilities for start-up business groups. Including values, vision, shared ideas, shared membership in organizations, and group participation in events, among many other aspects of human relations.

The use of networking can be done because it has the potential to reduce the company's risk of failure and increase the chances of success. Although most of the use of networking to date has focused on business creation, owners face the same number of problems after business establishment. Therefore, owners of established companies can refer to various personal networks that can support the company to be more successful. Dependence on networking is not limited at the initial stage, as small and medium business owners should continue to rely on business information networks for advice, and problem solving after the business is established.



Business networks can be in the form of trade associations or club associations which provide a platform for entrepreneurs to meet and discuss business issues, even in a relaxed atmosphere. The development of the world of communication and information is an important part of human life today. Information is needed because it can provide knowledge about something and is used to help humans in the decision-making process. Information is obtained due to communication, so it can be concluded that the existence of information is preceded by communication between two individuals or groups. Communication with information is needed for the continuity of producers, companies, institutions and the progress of an agency. Data and information are needed to support the running of a business process.

Networking Indicator

Networking indicators:

1. Connections with Other Groups

Connections/relationships with other groups are relationships between one individual and another, one individual can influence another individual or vice versa, so that there is a reciprocal relationship. The relationship can occur between individuals with individuals, individuals with groups or groups with groups.

Social interaction is a dynamic relationship that brings together people with people, groups with groups, and people with human groups. The form is not only cooperative, but also in the form of action, competition, dispute and the like.

Based on some of the theories above, it can be concluded that connections/relationships with other groups are reciprocal relationships that influence, change, or improve behavior that takes place between individuals and individuals, individuals with groups, or groups with groups.

2. Communication

Communication is a process through which a person (the communicator) conveys a stimulus (usually in the form of words) with the aim of changing or shaping the behavior of another person (audience).

Everett M. Rogers, an American Rural Sociologist who has paid much attention to the study of communication research, especially in terms of the spread of innovation makes the definition that: "Communication is the process by which an idea is transferred from a source to one or more recipients, with the intention of changing their behavior.

3. Closeness of Networking Relationship

Close relationships or commonly referred to as intimacy is defined as a positive emotional bond which includes mutual understanding and support. Familiarity is a relationship that is carried out by someone with another person to get a closeness that is beneficial to them. Close relationship or intimacy is a relationship that develops between individuals as a result of their interaction through communication.

Close relationships are intimacy that occurs in a friendship with well-established business partners, including people who like each other, enjoy each other's presence, have similar interests and activities, help and understand each other, mutually trust, create a sense of comfort and provide emotional support to each other [40].

Based on the two theories above, it can be concluded that in developing networking, close relationships are needed between individuals with one another so that later they can overcome all conflicts and provide input so that the close relationships that exist can have a positive impact.

4. Relationship Duration

The duration of the communication relationship is the length of time or span of time used during a work relationship. The duration of the relationship with business partners will increase along with the involvement of business partners in the future with the ongoing business which is expected to have a positive impact. Therefore, along with frequent exchange of opinions, providing needed and useful information will increase the duration of relationships with business partners.

5. Frequency of Contact

Frequency here means the level of frequency or frequency in communicating. The level of frequency of communication between business partners. For example, the level of frequency of communicating here is carried out in one week 3 times or in one month as much as 4 times, and so on.

### **Product Innovation**

Innovation is a product or service perceived by consumers as a new product or service. In simple terms, innovation can be interpreted as a breakthrough related to new products. However, innovation is not only limited to the development of new products or services. Innovation also includes new business thinking and new processes. Innovation means observing consumers to find and satisfy their customers by providing new products. Innovation is very important for the following reasons:

- Technology changes rapidly as new products, processes and services come from competitors, and this drives entrepreneurial ventures to compete and succeed.
- The effect of environmental changes on the product life cycle is getting shorter.
- Today's consumers are smarter and demand fulfillment of needs. Expectations in meeting needs expect more in terms of quality, renewal, and price
- With markets and technology changing so rapidly, good ideas can be more easily imitated, and this requires new and improved methods of using products, processes, and faster services.
- Innovation can lead to faster growth, increase market segments, and create a better corporate position.

Without innovation the company will not be able to survive long or compete in the market. This is because the needs, wants, and demands of customers are always changing. Customers will not always consume the same product. Customers will look for other products from other companies that are felt to be able to satisfy their needs, something related to goods, services or ideas that are perceived as new by someone. Therefore, it is necessary to continuously innovate to attract the attention of customers so that the company remains standing to carry on its business.

#### **Product Innovation Indicator**

Product innovation classifies into three important elements, namely product excellence, product quality and product design :

1. Product excellence

A product's competitive advantage is superiority and/or higher difference compared to competitors' offerings. The elements of product excellence, such as the uniqueness, value and benefits offered by the company must be seen from the customer's perspective, which is based on an understanding of the customer's needs and desires, as well as their subjective factors (likes and dislikes).

Product excellence may be positively associated with product market performance, which refers to the level of competitive and financial returns in the market, as shown in profit, return on investment and market share. Buyers usually form favorable perceptions of a product with superior features and they choose the product in terms of purchasing preferences and actual behavior when the advantages of this product outweigh the price. Empirical research in product development provides evidence that product excellence leads to superior product performance.

2. Product Design

Product design is another way to get added value to the product in the eyes of its users. Design is a way for a concept to represent and describe a product. Design contributes not only to appearance but also to product usability. A product is designed with the aim of attracting the attention of consumers, it can also be a strategy to cut production costs, the design can also provide a competitive advantage. Product design or design as a feature that can affect not only the appearance but also the function of the product in terms of consumer needs.

3. Product quality

Product quality is a set of characteristics of goods and services that have the ability to meet needs which is an understanding of a combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. Product quality is a dynamic condition related to products, people/labor, processes and tasks, as well as the environment that meets or exceeds consumer or consumer expectations.

Quality as the level of quality expected and controlling diversity in achieving that quality to meet consumer needs. If a company wants to maintain its competitive advantage in the market, the company must understand what dimensions are used by consumers to differentiate the products the company sells from competing products.

### **Sustainability Business Performance**

Sustainable company performance growth as performance growth in the long term as a result of the company's ability to maintain its ability to produce quality products and services. Sustainable performance growth can also be interpreted as a way to satisfy investors and can be represented by profitability, growth and market value, where these three aspects complement each other.

“A sustainable corporation is one that creates profit for its stakeholders while protecting the environment and improving the lives of those with whom it interacts”. Based on this definition, it is implied that corporate sustainability is related to the company's ability to create profit, the company's ability to protect the environment and the company's ability to improve social life. The literature on sustainability emphasizes the need for systematic thinking to conserve natural resources, eliminate poverty, promote equality and reduce population growth and improve quality of life.

#### **Measurement of Sustainability Business Performance in Companies**

Company performance is measured based on a set of selected indicators that are able to make comparisons between one company and another. Indicators of sustainable performance growth include both financial and non-financial criteria.<sup>104</sup> Socio-economic changes in society and today's business competition demand innovation in corporate management in running their business. It is no longer enough for a company to be solely oriented to profit (single bottom line), but also to its contribution to community development.



### Sustainability Business Performance Indicators

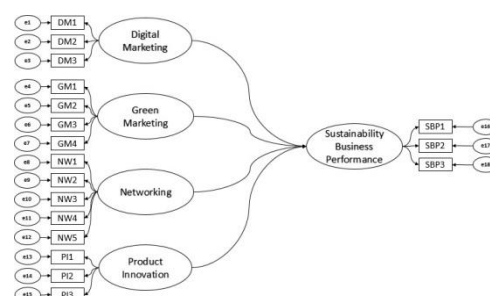
The following are PERFORM performance indicators; The PERFORM project aims to fill the gap in sustainability performance benchmarking by providing UK companies with a web-based benchmarking application linked to a database of environmental, economic and social information about companies. This will allow companies to enter key performance indicators online and in return, to receive comparison reports automatically. PERFORM has produced a set of 30 generic sustainability indicators that are used to benchmark company performance across all sectors. In general, the 30 indicators cover three main groups, namely, economy, environment and social responsibility. Each group consists of several dimensions;

1. Economy; Turnover, Profit, Return on capital, Labor productivity  
 Based on the general definition of corporate sustainability, it specifically defines economic sustainability as the extent to which investments made by companies are in the form of capital expenditures. ) in the long term able to provide profits for the company. Based on this definition, Corporate sustainability if measured based on the economic dimension will be reflected in the extent to which in the long term the company is able to earn a profit and the extent to which the trend of profit growth from investment activities is carried out from time to time. If in the long term the company is able to make a stable profit, then this indicates that the company has good sustainability. Likewise with growth, if profits always experience growth then the company's sustainability is said to be very good based on the economic dimension.
2. Environment; Air emissions, Water emissions, Energy and resource input, Waste, Environmental management  
 Referring to the general definition of corporate sustainability, environmental sustainability is defined as the extent to which the costs incurred by the company as a company's commitment to the environment provide profits for the company. Therefore, corporate sustainability based on the environmental dimension can be measured by looking at the tendency of the relationship between the costs incurred by the company as a commitment to the environment and the company's profitability from time to time. Costs as a commitment to the environment can be in the form of costs for using renewable resources, costs for minimizing pollution, costs associated with investing in the use of new environmentally friendly manufacturing and distribution techniques, donations for environmental campaigns, rehabilitation of natural resources, and other forms of environmental concern.
3. Social Responsibility, Employment, Health and safety, Training and education, Equal opportunities, Community  
 Social (social); related to corporate governance, motivation, incentives, security and health, human resource development, human rights and ethical behavior.

### Research Models and Hypotheses

#### Research Model

The Research Models are:



## **Hypothesis**

### **Digital Marketing on Sustainability Business Performance**

Digital marketing—as the ideal channel to understand how users behave and interact with companies through the Internet—has become a fundamental piece for the dissemination and communication of sustainable actions performed by companies and interacting with companies via the Internet—has become a fundamental part of the dissemination and communication of ongoing corporate actions.

Digital marketing using social media facilities was chosen by MSME actors to increase the reach of their product marketing in the midst of a pandemic. The use of social media for digital marketing purposes is proven to be able to maintain customer awareness of the products they sell/offer. Meanwhile, the use of e-commerce (marketplace) as a means of selling is one of the survival strategies by changing the sales model. The reach of the marketplace is much wider than the conventional selling model. However, as a new player in the marketplace, MSME players face new problems in terms of business competition. So the use of digital marketing that is integrated directly with the marketplace is the key in maintaining the continuity of the MSME business in the midst of a pandemic.

Therefore, the first hypothesis in this study is:

H1: Digital Marketing has a positive and significant effect on Sustainability Business Performance.

### **Green Marketing on Sustainability Business Performance**

There is a statistically significant relationship between the application of green market principles and the competitiveness of enterprises that can support business sustainability.

Once the business wants to gain a sustainable competitive advantage, it must integrate environmental thinking into all aspects of marketing. This will only be achieved through the implementation of the green marketing strategy, as the basic prerequisite for future competitive struggle has become the solution of environmental issues and the level of implementation of the principles of green marketing, which will benefit from higher profitability, competitive advantage, improved stakeholder relations and better environmental performance.

Green products have a positive and significant effect on tourists' intentions to maintain the sustainability of tourist villages, green promotion has a positive and significant effect on tourists' intentions to maintain the sustainability of tourist villages, physical evidence has a positive and significant effect on intentions. Tourists maintain the sustainability of the tourist village.

Therefore, the second hypothesis in this study is:

H2: Green Marketing has a positive and significant effect on Sustainability Business Performance.

### **Networking on Sustainability Business Performance**

Social capital and network will be able to support a firm with wider access to any chance or opportunity and resources, so it will affect the performance of micro business. High social capital will provide a wider access to any information and it will improve cooperation and trust from other parts. The ability to develop entrepreneurial skills of the entrepreneur proves to contribute to profit and sustainability of the firm. Another result, argued that

entrepreneurial competence becomes a more powerful influence and it can be modified into a business success compared with environmental factors, however, we always need to attach the measurement of the environment's effect on business success.

Entrepreneurial competence is considered as a high capability which includes personality characteristic, skill, knowledge which becomes the total capability of an entrepreneur's role to perform their task in order to reach success. Main benefit of using this kind of approach is an offering way to investigate entrepreneurs characteristic which has long term effect to improve competitive advantage. Entrepreneurial social competence will make an entrepreneur to easily communicate with internal and external parties via social interaction. Profiles of a successful entrepreneur are assertive individuals who have high self confidence, active, easy social relations with others, sole oriented, diplomatic, dare to make a decision and able to give a proper evaluation. An entrepreneur who has a high social capital (based on extensive social network, status, personal relationship, and other references) will likely accept more funds from investors compared with an entrepreneur who has lower social capital. Social competence belonging to an entrepreneur will play an important role in deciding the final result of an engagement (whether they will accept financial support, get an order, attract business colleagues and employees, and other things alike).

Business networks positively affect competitive advantage and in return competitive advantage will positively and significantly affect the SME's business performance.

Therefore, the third hypothesis in this study is:

H3: Networking has a positive and significant effect on Sustainability Business Performance.

### **Product Innovation towards Sustainability Business Performance**

The pandemic period really hit the MSME sector. Some businesses were able to survive, but not a few of them ultimately had to accept the fate of going out of business. In addition to business competition, it is also necessary to develop its business by creating a competitive advantage over its competitors. In addition to surviving with a competitive advantage, product marketing strategies must also get attention. Thus, innovation and product creation must always be considered in order to remain competitive in the competition.

Product innovation as an embodiment of new thoughts and ideas in developing the products offered. The result of hypothesis testing indicates that product innovation has a positive effect on competitive advantage which ultimately can support the sustainability of the company. Then tested the support and got the result that product innovation has a positive effect on marketing performance. It means that the higher the innovation, the higher the marketing performance will be. It is because the innovations made by the company will give more value to the customers. Added value as a "differentiator" from competitors will encourage increased demand for products which can then increase marketing performance which in turn leads to sustainable company performance.

Therefore, the fourth hypothesis in this study is:

H4: Product Innovation has a positive and significant effect on Sustainability Business Performance.

## 2. Research Method

### 2.1. Methods

#### 2.1.1. Respondent

Respondents are people who run a woven business, either weaving and selling directly or collectors of silk woven products and then selling them. The number of questionnaires distributed to the community in Polewali-Mandar was 40 questionnaires and 36 questionnaires were returned, but only 30 were able to be processed. Response Rate of all questionnaires distributed are; 75%.

The characteristics of respondents can be seen in the following table:

**Table 1: Respondent's Gender**

Gender		
Man	17	People
Woman	13	People
Total	30	People

From the table above, it can be seen that 56.67% of respondents are male and the remaining 33.33% of respondents are female.

**Table 2: Respondent's Age**

Respondent's Age		
21-25 years	2	People
26-30 years	4	People
31-35 years	2	People
36-40 years	16	People
41-45 years	5	People
46-50 years	1	Person
Total	30	People

Based on the table above, it can be seen that the majority of respondents are people aged 36-40 years, which is 53.33%.

**Table 3: Length of Business**

Length of Business		
1-3 years	19	People
4-6 years	7	People
7-9 years	4	People
Total	30	People

By 63.33% of respondents who have a business with a business duration of 1-3 years, then 23.33% of respondents have a business with a business duration of 4-6 years and the rest is 13.33% of respondents who have run a business for 7-9 years.

**Table 4: Business Category**

Business Category		
Own Business	30	People
Family Business	0	0
Total	30	People

All respondents are entrepreneurs/run their own business (100% start-up)

**Table 5:** Form of Business

Form of Business		
Individual	27	People
Limited Partnership (CV)	0	0
Firma/Firm	0	0
Limited Liability Company (PT)	1	Person
Koperasi/Cooperative	2	People
Total	30	People

The majority of respondents' business forms are individuals, which is 90.00%, but there are also Cooperatives/Koperasi of 6.67% and Limited Liability Companies (Perseroan Terbatas/PT) of 3.33%.

#### 2.1.2. Measurement

Each item in the instrument was measured using a Likert scale (5 scale). Answers close to 1 indicate strongly disagree with the given statement, while answers close to 5 indicate strongly agree with the given statement.

Each indicator is built to measure each construct. The following constructs and indicators used in this study.

- Digital Marketing indicators are Content Marketing (DM1), Social Media Marketing (DM2) and E-Mail Marketing (DM3)
- Green Marketing Mix indicators are Green Product (GM1), Green Price (GM2), Green Place (GM3) and Green Promotion (GM4)
- Networking indicators are Connection With Other Group (NW1), Communication (NW2), Closeness of Networking Relationship (NW3), Relationship Duration (NW4) and Frequency of Contact (NW5)
- Product Innovation indicators are Product Excellence (PI1), Product Design and Design (PI2) and Product Quality (PI3)
- Sustainability Business Performance indicators are Economy (SBP1), Environment (SBP2) and Social Responsibility (SBP3)

#### 2.1.3. Analysis

The analysis used in this study is the Partial Least Square Structural Equation Model (PLS SEM). The reason for using PLS-SEM is because the sample used is small and the data are not normally distributed (Limayen, Hirt, & Cheung, 2007; Nadkarni & Gupta, 2007). Data processing using WarpPls version 7.

### 3. Results and Discussion

The first step is to test the outer model or test the research instrument. Instrument testing is important to find out whether the proposed item/indicator is valid or reliable. Validity is the accuracy of the item/indicator to measure the construct. There are several validity measures used, including: loading factor, average variance extracted (AVE) and determinant validity. The required loading factor is a minimum of 0.70 . If the loading factor value was between 0.4-0.70, it was still allowed as long as the internal consistency validity value was good. There are several loading factor values below 0.40 (GMX3, N1, and PI2), so the three items/indicators were excluded from the analysis. All



AVE values are above 0.5, so it can be said to be valid. The results of the measurement of loading factors and AVE can be seen in table 6. The validity of the determinant compares the square root of AVE with the correlation between constructs (Table 7). The square root value of AVE must be greater than the correlation between constructs. Table 7 shows that the developed instrument is valid because the square root value of AVE must be greater than the correlation between constructs.

Testing the reliability of the instrument can be seen by testing the internal consistency reliability. There are two types of testing, namely Cronbach Alpha and Composite Reliability. The required Cronbach alpha value is 0.60 while the composite reliability value must be above 0.60. Table 6 shows that both the Cronbach alpha value and the composite reliability value are above 0.60, so the instrument developed is reliable for the items.

**Table 6: Validity and Reliability Testing**

Variabel dan Indikator	Factor Loading	AVE	Composite Reliability	Cronbach Alpha
Digital Marketing		0.562	0.793	0.609
DM1	0.736			
DM2	0.717			
DM3	0.793			
Green Marketing Mix		0.747	0.898	0.829
GMX1	0.835			
GMX2	0.920			
GMX4	0.835			
Networking		0.599	0.854	0.767
N2	0.632			
N3	0.668			
N4	0.878			
N5	0.883			
Product Innovation		0.724	0.840	0.618
PI1	0.851			
PI3	0.851			
Sustainable Business Performance		0.645	0.844	0.721
SBP1	0.829			
SBP2	0.869			
SBP3	0.702			

**Table 7: Determinant Validity**

	(1)	(2)	(3)	(4)	(5)
Digital Marketing (1)	<b>(0.749)</b>	0.446	0.400	0.284	0.129
Green Marketing Mix (2)	0.446	<b>(0.864)</b>	0.314	0.462	0.129
Networking (3)	0.400	0.314	<b>(0.774)</b>	0.322	0.037
Product Innovation (4)	0.284	0.462	0.322	<b>(0.851)</b>	0.399
Sustainable Business Performance (4)	0.129	0.129	0.037	0.399	<b>(0.803)</b>

There are 4 hypotheses proposed in this study. Of the four proposed hypotheses, only one hypothesis is accepted, namely product innovation has a positive and significant effect on sustainable business performance ( $\beta = 0.328$ ;  $t = 0.022$ ). In this study, digital marketing has a positive but not significant effect on sustainable business performance ( $\beta = 0.025$ ;  $t = 0.445$ ). So H1 is rejected. Other results explain that green marketing has a significant negative effect ( $\beta = -0.277$ ;  $t = 0.046$ ) and networking has a negative but not significant effect ( $\beta = -0.030$ ;  $t = 0.434$ ). So H2 and H3 are rejected.

**Table 8: Hypothesis and Result**

HYPOTHESIS	RESULT	
H1: Digital Marketing Sustainable Business Performance	$\beta = 0.025$ ; $p = 0.445$	H1 Rejected
H2: Green Marketing Mix Sustainable Business Performance	$\beta = -0.277$ ; $p = 0.046$	H2 Rejected
H3: Networking Sustainable Business Performance	$\beta = -0.030$ ; $p = 0.434$	H3 Rejected
H4: Product Innovation Sustainable Business Performance	$\beta = 0.328$ ; $p = 0.022$	H4 Accepted

#### 4. Discussion

##### The Effect of Digital Marketing on Sustainability Business Performance

The results of this study indicate that digital marketing is not able to significantly improve sustainable business performance.

- Limited knowledge and skills for more advanced use of digital marketing. There is a gap related to digital marketing capabilities, where businesses must master 4 abilities, namely building channels, social media, digital relationships, and digital technology [75]. People who run silk weaving businesses in Polewali Mandar basically only use standard social media just to share their product catalogs. Channels are not paying much attention to digital marketing needs. Existing resources to support Digital Relationships are still limited as well as Digital Technology.
- Consumers prefer to come directly to silk weaving sales locations compared to online purchases because when people are going to buy silk weaving products they tend to have to touch the product to find out the material, texture and quality by looking directly at it. This cannot be done online. Sometimes the photos displayed in the Product Catalog are better in terms of color and shape. In line with the theory of consumer behavior which is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and wants [76]. By holding things people will be more impressed, for example through the experience of holding the texture of the fabric [77]. Other research results explain that the level of satisfaction of consumers who buy products online is different from the level of satisfaction of consumers who buy offline. This can be strengthened from the results of the mean for online respondent satisfaction, which is 3.997, the value is lower than the mean offline respondent satisfaction of 4.387. This means that consumer satisfaction buying offline is higher than consumer satisfaction buying online [78]. The reasons they convey that consumers prefer offline purchases than online because: Consumer satisfaction on product quality that can be seen directly, consumer satisfaction with service quality that can be immediately served by sellers when they

make transactions, consumer satisfaction on emotional variables where they feel valued when they go to a store that sells directly, consumer satisfaction at a price where consumers who make purchases in stores can directly compare the quality of materials with current prices and consumer satisfaction at costs where online purchases require expedition fees so that the goods can be sent by the seller to the address buyer.

### **The Effect of Green Marketing on Sustainability Business Performance**

The results of this study indicate that green marketing has a negative and significant effect on sustainable business performance because the concept of Green Marketing is something that is not considered when purchasing silk woven products. The majority of people in Polewali Mandar weave conventionally so that product marketing through the Green Marketing concept is not an interesting/unique thing. The relationship between Green Marketing and Purchase Interest is not in the same direction, namely the lack of consumer buying interest in these organic products. If this is related to the sustainability of business performance, it will certainly have a negative effect.

### **The Effect of Networking on Sustainability Business Performance**

The results of this study indicate that networking has a negative and insignificant effect on sustainable business performance because all weavers who run a business selling silk woven products have similar products so that they will compete with each other for consumers, therefore they avoid intense interactions with one another. Interesting forums or training for them to join only for product development without the purpose of developing networking. Formal networks have no effect on business performance. Formal networks are individuals, groups, groups, or communities of people who are only woven through formal meetings and communication or using the services of professional individuals, for example, supervisors at work, colleagues, auditors, consultants, and people who may have met or officially connected.

### **The Effect of Product Innovation on Sustainability Business Performance**

The results of this study indicate that product innovation is able to significantly improve sustainable business performance.

- The ability of silk weavers to meet consumer expectations for product innovation in other forms includes consumer demand for up to date silk woven fabric motifs where silk weavers have to do trial and error in weaving silk. Product innovation is creating new products that can meet the needs of consumer desires so that there is an interest in buying the product [81]. The existence of product innovation is a very important consideration for consumers in determining their buying interest, consumers will see and seek more detailed information about the products of their choice. This will make innovation in a product become one that is recognized by consumers so that it can increase sales volume as expected by the company. A silk business that can survive is a business that is able to provide innovation not only in the form of fabrics but also with innovations in the form of new products such as alma mater coats, bags, pouches, scarves, hats, masks and silk plaques.
- The ability of silk weavers to always innovate on silk products that will be offered to the market. The higher the new product innovation, the higher the sustainable competitive advantage, this means that new product innovation is very influential on the sustainable competitive advantage of an organization [82]. Product innovation is a

way to increase value as a key component of the success of a business operation that can bring the company to have a competitive advantage and become a market leader. Therefore, to have a competitive advantage, superior products are needed. Product innovation and coastal batik motifs, especially in Pekalongan, are related to the growth of the creative industry in the fashion, design and craft sub-sectors as well as the growth of batik industry centers and supporters, batik sales centers that provide become a special interest tourist attraction - batik shopping tourism. Product innovations and coastal batik motifs, especially in Pekalongan, have provided business opportunities and a significant expansion of productive work [83].

- The results of this study support the research hypothesis with positive and significant results from the effect of Product Innovation on company performance.

## **5. Conclusion**

Digital Marketing is not able to significantly improve sustainable business performance, but it still has a positive influence because of the limited support for digitalization and the ability of the community in Polewali Mandar and the tendency of buyers to come directly to the store. Green Marketing has a negative and significant effect on sustainable business performance because the concept of Green Marketing is something that is not considered when purchasing silk woven products. Networking has a negative and insignificant effect on sustainable business performance because all weavers who run a business selling silk woven products have similar products so that they will compete with each other for consumers, therefore they avoid intense interactions between one another. Product Innovation is able to significantly improve sustainable business performance because silk weavers can meet consumer expectations for product innovation in other forms, including consumer demand for silk woven fabric motifs and silk weavers to always innovate on silk products that will be offered to the market. So, it is very necessary to maintain innovation in silk weaving and other products made from silk. In addition, Digital Marketing can also be a concern to be developed so as to provide significant results both for increasing skills and meeting needs in this case digitalization/technology capabilities.

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## **Conflict of Interest**

The authors have no conflict of interest to declare.

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