

Analysis of the Influence of Marketing Strategy on the Acceleration of Micro and Small Business Growth

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ABSTRACT

This study aims to analyze the influence of marketing strategies on accelerating the growth of Micro and Small Enterprises (MSEs) in Lampung Province. The study is based on the important role of MSEs in the national economy, but they still face various obstacles such as limited market access, low digital literacy, and weak implementation of effective marketing strategies. This study uses a quantitative approach with an explanatory survey method. Primary data were obtained by distributing questionnaires to 100 MSEs in four main districts/cities, while data analysis was conducted using simple linear regression with the help of SPSS version 26. The results show that marketing strategies have a positive and significant effect on accelerating business growth. The implementation of good marketing strategies, both conventional and digital, has been proven to increase turnover, expand market reach, and strengthen the competitiveness of MSEs. These findings emphasize the importance of technology-based marketing planning and customer value. The implications of this study emphasize the need to improve the managerial capacity of MSEs, adopt digital technology, and support government policies to strengthen a sustainable digital marketing ecosystem in Lampung Province.



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Introduction

Micro and Small Enterprises (MSEs) are an economic sector that plays a crucial role in national development. Their existence not only contributes to job creation and improving community welfare, but also supports regional economic resilience (Marius et al., 2025). According to data from the Directorate General of Treasury at the Indonesian Ministry of Finance, the number of MSEs in Indonesia has reached over 65 million business units, or approximately 99.9% of the total national business sector. This sector employs over 97% of the workforce and contributes over 60% to the national Gross Domestic Product (Kemenkeu, 2024). However, behind this large contribution, MSMEs still face a number of fundamental problems, such as limited capital, low product innovation, limited market access, and weak implementation of effective and adaptive marketing strategies to changes in the business environment (Ayu et al., 2025).

In the context of increasingly competitive modern economic competition, marketing strategies have a very important role in determining business success, including in accelerating business growth (Aulia et al., 2025). In today's era of digitalization and globalization, the marketing paradigm has undergone major changes from traditional

systems to technology and information-based systems (Costa & Pinho, 2025). These changes are pushing MSMEs to transform the way they market their products and reach consumers. The use of social media, e-commerce platforms, and digital marketing strategies have become inevitable for MSMEs seeking to remain viable and competitive (Wisnujati et al., 2023). An effective marketing strategy no longer only focuses on increasing sales, but also on business growth acceleration through the creation of added value, product innovation, and increasing consumer loyalty (Mancuso et al., 2023; Kurtmollaiev et al., 2022)..

Lampung Province, which boasts significant economic potential, has not yet been matched by modern and adaptive marketing strategies. According to a 2024 report by the Lampung Central Statistics Agency (BPS), the number of MSEs in this province has grown by 4.2% annually, but only around 18% of them have experienced significant increases in turnover due to limitations in implementing digital and innovative marketing strategies (Bps.go.id, 2024). Most MSMEs still rely on conventional marketing systems such as direct sales and word of mouth promotion, while the use of digital technology such as social media, marketplaces, and online branding is still very limited (Irawan et al., 2025).

This problem is exacerbated by low digital literacy, limited access to modern marketing training, and minimal support for product innovation and market network expansion (Fakhraddine et al., 2025). As a result, many MSMEs in Lampung are experiencing stagnant sales growth and struggling to expand their businesses amidst increasingly fierce global competition. This situation demonstrates a gap between theory and practice, where marketing strategies, which should be the primary driver of business growth, have not been optimally implemented (Malshe et al., 2025). In this context, a more in-depth analysis is needed regarding how marketing strategies, both conventional and digital, can influence the acceleration of MSE growth in Lampung Province.

Although numerous prior studies have examined the influence of marketing strategies on MSME performance, most of them tend to focus either on traditional marketing approaches or on general aspects of digital marketing without integrating both into a single, comprehensive analytical framework (Dwivedi et al., 2021). Furthermore, research on MSMEs often highlights challenges in adopting digital marketing technologies but rarely explores how traditional and digital strategies function together in shaping business outcomes, especially in developing economies (Nazaruddin & Rahmawati, 2024). Empirical studies that specifically investigate how an integrated conventional-digital marketing strategy can accelerate business growth in regions with mixed urban-rural characteristics, such as Lampung Province, also remain limited, despite evidence that such areas experience unique structural and digitalization barriers (Tiwasing et al., 2023). These conditions underscore a clear research gap in terms of geographical context, variable construction, and methodological approach. Therefore, this study offers novelty by empirically examining the contribution of an integrated marketing strategy to the acceleration of MSE growth and by providing new insights into how marketing transformation influences business expansion in areas facing digital literacy constraints and limited market access.

The context of the problem shows that the success of MSMEs in navigating the dynamics of the modern market is largely determined by their ability to design and implement appropriate marketing strategies. A combination of conventional and digital strategies offers a potential solution for increasing promotional efficiency, expanding customer networks, and creating sustainable business growth (Alice et al., 2025). However, to date, there has not been much empirical research that comprehensively examines how these two

strategic approaches influence the acceleration of MSE growth, particularly in the Lampung region, which has mixed economic characteristics between rural and urban.

Thus, this research is crucial to provide a deeper understanding of the role of marketing strategies in driving the rapid growth of micro and small businesses. In addition to providing theoretical contributions to the development of the concept of growth-oriented marketing, the results of this study are also expected to serve as a basis for local governments, supporting institutions, and MSEs (Micro, Small, and Medium Enterprises) in formulating effective, innovative, and adaptive marketing policies and strategies to address changing times. This research is expected to serve as an empirical reference in efforts to strengthen MSE competitiveness, accelerate regional economic growth, and achieve economic independence for communities in Lampung Province.

This study provides a theoretical contribution by extending the understanding of how integrated marketing strategies drive the acceleration of business growth, an aspect that has not been extensively explored within regions exhibiting varying levels of digitalization. Practically, the study offers data-driven recommendations for MSEs practitioners and policymakers to design marketing strategies that are more effective, adaptive, and aligned with the challenges of digital transformation at the local level.

Method

This study uses a quantitative approach with an explanatory survey method to analyze the influence of marketing strategies on accelerating the growth of Micro and Small Enterprises (MSMEs) in Lampung Province. The quantitative approach was used because this study aims to empirically and measurably test the causal relationship between variables (Sugiyono, 2019). Primary data was obtained by distributing structured questionnaires to 100 MSMEs that had been operating for at least two years in four main regencies/cities (Bandar Lampung, Metro, Pringsewu, and Central Lampung). Purposive sampling was used to ensure respondents met the research criteria. Secondary data were obtained from the Central Statistics Agency (BPS), the Lampung Cooperatives and SMEs Office, and related scientific publications. The independent variable in this study was marketing strategy, which included conventional strategies (product, price, place, and promotion) (Kotler, P. and Keller, 2016) and digital strategy (online branding, social media, content marketing, and e-commerce) (Chaffey, D., & Ellis-Chadwick, 2022), while the dependent variable is business growth acceleration, which is measured through the speed of increasing turnover, market expansion, and business capacity development.

Data were analyzed using simple linear regression analysis to test the effect of marketing strategies on accelerating MSE growth using SPSS version 26.0 software. Prior to analysis, instrument validity and reliability tests were conducted using Pearson correlation and Cronbach's Alpha to ensure data consistency and reliability (Ghozali, 2021). Classical assumption tests (normality, multicollinearity, heteroscedasticity) were conducted to ensure the feasibility of the regression model. The analysis results are expected to demonstrate the contribution of both conventional and digital marketing strategies to accelerating the growth of MSMEs in Lampung Province (Kotler, P. and Keller, 2016; Sugiyono, 2019).

Findings

Data collected from 100 respondents showed that the majority of MSMEs in Lampung Province come from the trade (42%), culinary (33%), and home crafts (25%) sectors. Most respondents are business owners with operations of more than three years (64%), while another 36% have only been operating in the last two years. Based on education level, approximately 58% of respondents have a high school education or equivalent, 28% have a bachelor's degree, and 14% have less than a high school education. This data indicates that most MSMEs have experience and potential for growth, but are still limited in managerial and digital skills.

Results of Instrument Validity and Reliability Tests

The research instrument was tested on Micro and Small Enterprises (MSMEs) in Lampung Province. Of the 50 statements, consisting of 25 items on marketing strategy variables and 25 items on business growth acceleration variables, three items were found to be invalid in the Marketing Strategy variable (X5, X9, X18) and four items were found to be invalid in the business growth acceleration variable (Y4, Y11, Y19, Y23). The r_{account} value of the seven items was smaller than the r_{table} of 0.195 at a significance level of 0.05. Therefore, only 43 valid items were used for further analysis. Next, a reliability test was conducted on the 43 valid items. Based on the results of the reliability test using SPSS version 26, a Cronbach's Alpha value of 0.931 was obtained, indicating that the research instrument is reliable, because the value is greater than 0.7.

Table 1. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.931	43

Source: Data processing results in 2025 using SPSS version 26

The reliability test results showed that the research instrument had a Cronbach's Alpha value of 0.931 for 43 valid items. This value is well above the minimum threshold of 0.7, thus concluding that the instrument used has very high reliability and is able to measure variables consistently.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{ab}	Mean	0.0000000
	Std. Deviation	10.8421376
Most Extreme Differences	Absolute	0.046
	Positive	0.046
	Negative	-0.021
Test Statistic		0.046
Asymp. Sig. (2-tailed)		0.200 ^{cd}
^a Test distribution is Normal.		
^b Calculated from data.		

Based on the results of the Kolmogorov–Smirnov test above, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. Thus, it can be concluded that the residual data is normally distributed, so the regression model meets the assumption of normality.

These results indicate that the data from the questionnaire, measured empirically using marketing strategy and business growth acceleration variables, is well distributed. By meeting the assumption of normality, the simple regression model used is suitable for further analysis, such as heteroscedasticity and linearity tests.

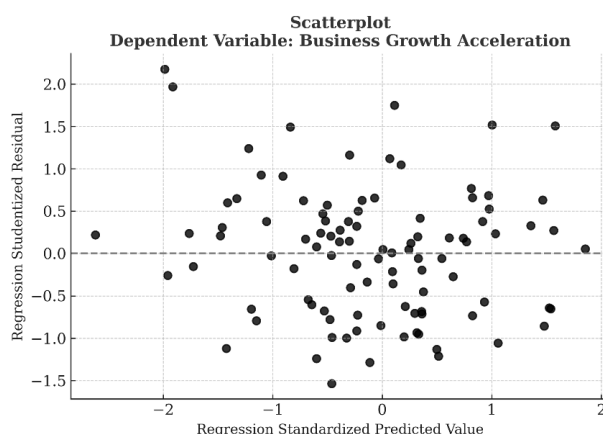


Figure 1. Scatterplot of Regression Standardized Residuals

Figure 1 displays a scatterplot of regression standardized residuals, showing the residual points randomly distributed around a horizontal line without forming any specific pattern, such as a wave, cone, or arc. This random distribution pattern indicates that there is no heteroscedasticity, so the residual variance between observations is homogeneous. Thus, the regression model meets the assumption of equality of variance and is suitable for inferential analysis.

Table 3. Test of Business Growth Acceleration

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Business Growth Acceleration * Marketing Strategy	Between Groups	Linearity	142.106	1	142.106	10.73	0.001
		Deviation from Linearity	45.444	9	5.049	0.38	0.931
	Within Groups		117.550	89	1.321		
	Total		305.100	99			

Source: Data processing results in 2025 using SPSS version 26

Based on the results of the linearity test presented in Table 3, the significance value for Deviation from Linearity is 0.931, which is greater than 0.05. This indicates that there is no deviation from linearity, meaning the relationship between marketing strategy and business growth acceleration is linear. Furthermore, the significance value for the Linearity row is 0.001 (< 0.05), indicating that the linear relationship is statistically significant. Therefore,

the simple regression model used in this study meets the linearity assumption and is appropriate for analyzing the effect of marketing strategy on business growth acceleration.

Table 4. Output of Regression Equations

Model	Coefficients ^a			
	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	15.274	2.485		6.145
Marketing Strategy	0.684	0.065	0.812	10.519

a. Dependent Variabel Business Growth Acceleration

Source: Data processing results in 2025 using SPSS version 26

Based on the analysis results in Table 4. Output of Regression Equations, a simple linear regression equation $Y = 15.274 + 0.684X$ is obtained, which shows that every one unit increase in the marketing strategy variable will increase business growth acceleration by 0.684 units. The constant value of 15.274 indicates that when the marketing strategy is not implemented, the business growth acceleration remains at the base value of 15.274, which can be caused by internal factors such as customer experience or loyalty. The positive regression coefficient indicates that the relationship between marketing strategy and business growth acceleration is unidirectional, meaning that the better the implementation of both conventional and digital marketing strategies, the higher the level of business growth achieved. The calculated t value of 10.519 with a significance of 0.000 (<0.05) indicates that marketing strategy has a positive and significant influence on business growth acceleration. Thus, the simple regression model used is declared feasible, and the research hypothesis stating that there is a significant influence of marketing strategy on business growth acceleration is accepted.

Table 5. ANOVA Analysis Output

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14672.218	1	14672.218	110.539	.000
	Residual	13238.223	98	135.092		
	Total	27910.441	99			

a. Dependent Variable: Business Growth Acceleration

b. Predictors: (Constant); Marketing Strategy

Source: Data processing results in 2025 using SPSS version 26

The results of the ANOVA analysis table indicate that the regression model used is deemed adequate to explain the relationship between marketing strategy and accelerated business growth. This is indicated by a significance value well below the five percent error tolerance limit, thus concluding that the overall marketing strategy has a significant effect on accelerated business growth. In other words, the better the implementation of marketing strategies carried out by MSMEs, including a combination of conventional and digital strategies, the greater the ability of these businesses to grow, increase turnover, and expand market reach. These results confirm that marketing strategy is a crucial factor in determining the success and growth of micro and small businesses in facing competitive market dynamics.

Discussion

The Influence of Marketing Strategy on Business Growth Acceleration

The research results show that marketing strategies have a positive and significant impact on accelerating the growth of MSMEs in Lampung Province. This indicates that the better the implementation of marketing strategies, both conventional and digital, the higher the level of business growth achieved. This finding aligns with the theory proposed by [Mofokeng \(2025\)](#) which states that the right marketing strategy can create value for customers, increase consumer satisfaction, and ultimately accelerate business growth through increased sales and customer loyalty.

Furthermore, the findings of this study are in line with the results of research conducted by [Mofokeng \(2025\)](#) which confirms that implementing an effective marketing mix significantly contributes to improving the performance of small and medium enterprises. In the context of digitalization, implementing marketing strategies that utilize social media and e-commerce platforms enables MSMEs to reach a wider market, increase brand visibility, and strengthen competitiveness amidst the dynamics of the digital economy ([Lawal Abideen et al., 2025](#)).

MSMEs who are able to implement innovation in their marketing strategies, for example through the use of creative and interactive content, have greater potential in building emotional closeness with consumers ([Aulia et al., 2025](#)). This view is in line with the Marketing 5.0 concept put forward by [Silalahi et al. \(2025\)](#) which emphasizes the importance of synergy between the use of technology and human values to create meaningful customer experiences. Therefore, a marketing strategy that responds to developments in information technology is a crucial factor in accelerating and sustaining business growth.

On the other hand, internal factors such as managerial skills, creativity, and marketing knowledge also influence the effectiveness of implemented marketing strategies. MSMEs with strong managerial skills tend to be better able to conduct market analysis, understand consumer needs, and adapt products to customer preferences ([Wijaya et al., 2025](#)). This is supported by the opinion [Menten et al. \(2025\)](#) which states that the success of a marketing strategy depends heavily on the business actor's ability to manage resources, identify opportunities, and develop value-added product innovations. Therefore, increasing human resource capacity in the marketing sector is a crucial factor in strengthening the competitiveness of MSMEs.

Although the results of this study indicate a positive and significant impact of marketing strategies on accelerating MSME growth, several aspects warrant critical consideration. First, the effectiveness of digital and conventional marketing strategies may vary depending on product characteristics, human resource capacity, and technological readiness of each MSME, making the generalization of these findings to all MSMEs in Lampung or other regions cautious. Second, while this study reinforces Marketing 5.0 theory and the existing literature on the influence of marketing strategies on business growth ([Wahyuni, 2025](#); [Walayat & Mubarak, 2024](#)), its contribution lies in the understanding of the local context in Lampung, particularly how MSMEs adopt digitalization and creative innovation in marketing. This enriches the literature with empirical evidence from a specific regional economy. Third, this study has limitations, including the use of cross-sectional data that only reflects conditions at a single point in time, as well as a limited sample size that may affect the

representativeness of the results. Therefore, future research is recommended to employ a longitudinal approach with a larger sample and to explore the influence of external factors such as market conditions and government policies on the effectiveness of marketing strategies.

Managerial Implications

The results of this study provide important implications for MSMEs, particularly in the context of implementing effective and adaptive marketing strategies. The findings demonstrate that marketing strategies play a significant role in accelerating business growth, necessitating ongoing strategic planning, implementation, and evaluation by MSMEs. Menurut [Yu et al. \(2025\)](#), a well-planned marketing strategy can create competitive advantage and drive business sustainability by increasing customer value. Therefore, business owners need to prioritize marketing strategy management as an integral part of the company's management process.

In today's digital era, managerial implications also point to the importance of digital transformation in marketing activities. MSMEs are expected to leverage information technology such as social media, e-commerce, and other digital platforms to expand their market reach ([Wijaya et al., 2025](#)). According to [Rizvanovi et al. \(2023\)](#), digital marketing is not only a promotional tool, but also a strategic tool for building long-term relationships with consumers through ongoing interactions. Utilizing digital analytics also allows businesses to gain a deeper understanding of consumer behavior, enabling data-driven marketing decisions.

Beyond digital transformation, another managerial implication is the need to strengthen human resource (HR) capacity in marketing ([Suryanadi et al., 2025](#)). Research shows that adequate managerial skills and marketing knowledge will increase the effectiveness of implemented strategies [Haris \(2024\)](#) emphasizes that marketing success depends not only on a good product, but also on the business owner's ability to understand customer needs and desires. Therefore, the government and relevant institutions need to develop technology-based marketing training and mentoring programs to increase the competitiveness of MSMEs in both domestic and global markets.

Finally, from a policy perspective, the results of this study provide input for local governments and supporting institutions to strengthen the digital ecosystem for MSMEs. Support in the form of technological infrastructure, access to digital capital, and online marketing training needs to be expanded to enable businesses to more easily adapt to market developments. Integrating digital marketing into MSMEs can improve operational efficiency and strengthen competitiveness. Therefore, the synergy between public policy, business innovation, and technological adaptation will be the main foundation for accelerating sustainable MSME growth.

Conclusion

Based on the findings and discussion, this study concludes that marketing strategies play a positive and significant role in accelerating the growth of Micro and Small Enterprises (MSEs) in Lampung Province. The results indicate that the effective implementation of both conventional and digital marketing approaches enables MSEs to increase turnover, expand their customer base, and strengthen business competitiveness in a rapidly evolving economic environment. This highlights that the ability of MSEs to integrate innovation,

technology, and marketing creativity is essential for driving sustainable business growth.

Theoretically, this study contributes to the literature by demonstrating the importance of adopting an integrated marketing strategy that combines traditional practices with digital tools, particularly within developing-region contexts where digitalization levels vary. Practically, the findings emphasize the need for continuous capacity building, enhanced digital literacy, and stronger policy support to facilitate the adoption of modern marketing practices among MSEs. Encouraging data-driven decision-making and expanding access to digital platforms can further enhance business resilience and growth.

Despite these contributions, the study is limited by its geographical scope and the use of a single analytical approach. Future research is encouraged to examine broader samples, incorporate additional variables such as innovation capability or digital readiness, and apply more advanced analytical methods to provide a deeper understanding of the mechanisms through which marketing strategies influence MSE growth.

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