

The Influence of Digital Marketing, Product Value, and Green Innovation on The Development of Craft SMEs

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ABSTRACT

This research aims to determine the influence of digital marketing, product value, and green innovation on the development of SMEs in West Lombok Regency. SMEs in this region face challenges in integrating these three elements into a cohesive business strategy. Many of them have yet to fully utilize digital platforms, struggle to communicate their unique product value, and often overlook green innovation as a marketing strength. A quantitative method with an exploratory approach was applied in this study. The data were collected through online questionnaires using Google Forms, complemented by secondary data from the West Lombok Regency Cooperatives and SMEs Office. The population included all craft SMEs that have been operating for at least one year and engage in both conventional and digital marketing. Using a saturated sampling technique, all 113 SMEs in the population were surveyed. Data were analyzed through multiple linear regression with the aid of statistical software. The findings indicate that digital marketing, product value, and green innovation each have a significant positive effect on SME development, both individually and collectively. The novelty of this research lies in its integrated examination of these three factors digital marketing, product value, and green innovation within the specific context of SMEs in West Lombok, an area where such combined analysis has been limited in prior studies. The study provides practical insights for SMEs seeking to strengthen their competitiveness and offers valuable input for policymakers in designing strategies that foster sustainable SME growth in the region.

Keywords: Digital Marketing; Green Innovation; Product Value; SME Development; West Lombok.

INTRODUCTION

Small and Medium Enterprises (SMEs) play a crucial role in boosting Indonesia's economy. They contribute significantly to job creation and labor absorption. According to the 2018 data from the Ministry of Cooperatives and SMEs, there were 64.2 million SMEs, accounting for 99.99% of all businesses in Indonesia. These SMEs employed approximately 117 million people, or 97% of the total workforce employed by the business sector. Meanwhile, SMEs contributed 61.1% to the national GDP, whereas large businesses which make up only 0.01% (5,550 entities) contributed 38.9%. Microenterprises dominated the SME sector, representing 98.68% and absorbing around 89% of the workforce, but contributed only 37.8% to the GDP (<https://www.djkn.kemenkeu.go.id/>).

Indonesia has great potential in the tourism sector due to its rich culture and natural

resources. Handicraft-based SMEs play a vital role in supporting this sector by producing unique products that attract tourists. However, these businesses face growing global competition. In West Nusa Tenggara, especially Lombok, tourism has become a strategic sector for regional economic growth. Top destinations like Mandalika, Gili Trawangan, and Sade Village attract both domestic and international tourists. West Lombok also offers natural beauty, cultural heritage, and historic sites such as Lingsar Temple. Senggigi Beach, known for its white sands and long coastline, is the island's most iconic and oldest resort area. These tourism attractions are supported by the contributions of local handicraft SMEs. Despite this potential, handicraft SMEs in West Lombok face various challenges, particularly in three key areas: product value, digital marketing, and green innovation. According to Nugroho et al. (2020), these three factors when implemented simultaneously significantly contribute to competitiveness and business growth.

Giovani Rizki et al. (2021) define SMEs as household-scale businesses, with small enterprises employing 1–19 people and medium enterprises employing 20–99 people. Asmin et al. (2021:34) describe SMEs as small-scale economic activities that meet certain criteria of net worth, annual sales, and ownership as regulated by law. Wardhana (2015:66) describes digital marketing as promotional activities, including branding, that use web-based media. Marketing, according to Kotler and Armstrong (2009:5), is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. Pradiani (2018:64) states that digital marketing is one of the most effective and efficient ways to increase product sales, with potential profits reaching up to 100%. In the era of Industry 4.0 and the move toward Society 5.0, digital transformation is essential to prevent businesses from falling behind due to shifting consumer behavior (Fase and Alina, 2019:30).

Product value is defined as the ratio of what a customer receives to what they give. Benefits include functional and emotional usefulness, while costs involve monetary, time, energy, and physical efforts (Kotler, 2003). Hermawan Kertajaya (2002) simplifies this definition as the ratio between product quality and price. Green innovation, according to Ar (2012), is a strategy that considers environmental impact and enhances economic performance through resource and energy efficiency, new market creation, and competitive advantage. Chen (2008), cited in Vera Putri Fabiola (2022), explains that green innovation aims to reduce environmental harm and improve consumer engagement through environmental efficiency. It consists of two types: green product innovation and green process innovation (Zameer et al., 2021). Green product innovation involves the development of environmentally friendly and

recyclable materials (Ma et al., 2017).

Key challenges for handicraft SMEs in West Lombok include the lack of digital marketing strategies, with many still relying on conventional methods without leveraging digital media to reach wider markets. There is also a lack of product innovation, with many relying on traditional designs that do not align with global trends. Furthermore, the implementation of green innovation remains limited, despite eco-friendly products being more appealing to tourists, especially from Europe and the U.S.

Previous studies have explored similar themes. For example, Yurisdista et al. (2023) aimed to examine how digital marketing, product quality, and green innovation affect the performance of food and beverage SMEs. Putu Purnama et al. (2022) focused on the impact of digital marketing, green innovation, and knowledge management on business sustainability at PT Hatten Bali. Erni et al. (2023) investigated how green innovation and marketing contribute to SME competitiveness. While these studies provide valuable insights, most of them focused on sectors other than handicraft SMEs or did not comprehensively assess the simultaneous integration of digital marketing, product value, and green innovation in the context of handicraft SMEs in West Lombok.

The contribution of this research lies in its integrated analysis of digital marketing, product value, and green innovation specifically for handicraft SMEs in West Lombok Regency. This combined analysis has been limited in prior research, particularly in the context of regions where tourism and handicrafts are closely linked. The study also offers practical recommendations for SMEs and policymakers to enhance competitiveness through sustainable strategies.

The hypothesis of this study expects a significant influence of digital marketing, product value, and green innovation on the development of handicraft SMEs. The implication of this research is that SMEs must integrate these three elements simultaneously to achieve sustainable business growth and enhance competitiveness.

The remainder of this paper is organized as follows: Section 2 presents the literature review, Section 3 describes the research method, Section 4 discusses the results and analysis, and Section 5 provides conclusions and implications.

RESEARCH METHOD

This study employs a quantitative approach aimed at examining the influence of digital marketing, product value, and green innovation on the development of craft SMEs in West Lombok Regency. Primary data were collected through the distribution of structured

questionnaires to respondents. The population consists of 113 SMEs operating in the craft sector, as recorded by the Cooperatives and SMEs Office of West Lombok Regency. Given the manageable size of the population, the study uses the saturated sampling technique, meaning the entire population was taken as the sample. Furthermore, a purposive sampling method was applied to ensure that only SMEs still actively operating at the time of the research were included.

Digital marketing in this study refers to marketing strategies using digital media that can reach consumers in a timely, personal, and relevant manner (Haryadi & Wibowo, 2017). The indicators used to measure this variable include the utilization of digital platforms, the effectiveness of digital marketing strategies, ease of accessing product information, completeness of product information, responsiveness to online customers, customer satisfaction with interactions, quality of promotional content, and consistency in managing digital media. Product value is defined as the ratio between the benefits received by consumers from a product and the cost incurred to obtain it (Rangkuti, 2017). This variable is measured through indicators such as product uniqueness, product quality, benefits for customers, added value, product durability, customer satisfaction with durability, price suitability with quality, and customer perception of price fairness. Meanwhile, green innovation reflects the efforts of SMEs to create or modify products, processes, or business practices that are environmentally friendly, aimed at reducing negative environmental impacts and supporting sustainability (Siregar & Yulianti, 2018). Indicators for this variable cover the use of environmentally friendly materials, reduction of environmental impacts, effectiveness of waste management, level of pollution caused by waste, energy efficiency in production processes, improvements in energy efficiency, innovation in green product design, and the use of eco-friendly packaging. Lastly, SME development refers to the process of improving business performance and capacity in terms of operations and marketing, including revenue growth, customer expansion, market reach, competitiveness, and sustainability (Tambunan, 2019). This is measured through indicators such as sales growth, income increase, customer addition, market expansion, business continuity, long-term stability, competitiveness, and adaptability to digital markets. The scales used to measure these variables vary, with digital marketing and product value measured using ordinal scales, while green innovation and SME development are measured using ratio scales. The data obtained were analyzed statistically to identify the effect of each independent variable on SME development.

RESULT AND DISCUSSION

In this study, one of the objectives to be achieved is to determine the frequency distribution of respondent characteristics based on age, education, toddler age and toddler gender. The results can be seen in Table 1 below.

Table 1. Results of Respondent Characteristics

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	60	53.1	53.1	53.1
	Female	53	46.9	46.9	100.0
	Total	113	100.0	100.0	
AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31 - 45 yaers	100	88.5	88.5	88.5
	>45 years	13	11.5	11.5	100.0
	Total	113	100.0	100.0	
BUSINESS DURATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 - 10 years	104	92.0	92.0	92.0
	> 10 years	9	8.0	8.0	100.0
	Total	113	100.0	100.0	

Source: Process Data, 2025

Reliability Test

According to Ghozali (2018:45), reliability is essentially a tool for measuring a questionnaire that serves as an indicator of a variable or construct. To test reliability, the researcher used the Cronbach Alpha technique on the instruments of task complexity, compliance pressure, auditor knowledge, and audit judgment. Based on Ghozali (2018:46), the instrument is considered reliable if the Cronbach Alpha value > 0.70 . The testing was conducted using IBM SPSS 25.

Table 2. Result Reliability Test

Reliability Statistics			
Variable	Cronbach's Alpha	N of Items	Conclusion
Digital Marketing (X^1)	0,929	6	Reliable
Product Value (X^2)	0,925	6	Reliable
Green Innovation (X^3)	0,856	6	Reliable
Craft SMEs (Y)	0,883	6	Reliable

Source: Process Data, 2025

Validity Test

Validity testing is used to measure whether a questionnaire is valid or not. An instrument or questionnaire is said to be valid if the questions in the instrument or questionnaire can reveal something that the questionnaire is intended to measure (Ghozali, 2018:51). The significance test is conducted by comparing the calculated r value with the table r value. In determining the suitability of an item to be used, a significance test of the correlation coefficient is usually conducted at a significance level of 0.05, which means an item is considered valid if it significantly correlates with the total score.

Table 3. Result Validity Test

Variabel	R- Table	Sig	Description
Digital Marketing (X1)	0.184	0.000	Valid
Product Value (X2)	0.184	0.000	Valid
Green Innovation (X3)	0.184	0.000	Valid
Development SMEs (Y)	0.184	0.000	Valid

Source: Process Data, 2025

Analysis R^2

From the table below, it can be seen that the R-Square value is 0.569 or 56.9%. This indicates that Digital Marketing (X^1), Product Value (X^2), and Green Innovation (X^3) have the same influence on the Development of MSMEs (Y) and contribute 56.9%, while the remaining 43.1% is likely explained by other factors not included in this research model.

Table 4. Result Analysis R^2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,754 ^a	,569	,557	3,911

a. Predictors: (Constant), Inovasi Hijau, Pemasaran Digital, Nilai Produk

b. Dependent Variable: Perkembangan UMKM

Source: Process Data, 2025

Simultaneous Test

Based on the data processing results using the SPSS Version 25 application from the table below, $F^{\text{hitung}} = 47.983$ with a significance value of 0.000b and $F^{\text{hitung}} > F^{\text{tabel}}$ ($47.983 > 3.08$) where the F^{tabel} value is obtained with a significance level of 95% and $\alpha = 5\%$. Because the significance value is 0.05, then ($0.000b < 0.05$) and $F^{\text{hitung}} > F^{\text{tabel}}$ ($47.983 > 3.08$). It can be concluded that there is a positive and significant influence between Digital Marketing (X^1),

Product Value (X^2), and Green Innovation (X^3) on the Development of MSMEs (Y).

Table 5. Result Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2202,311	3	734,104	47,983	,000 ^b
	Residual	1667,618	109	15,299		
	Total	3869,929	112			

a. Dependent Variable: Perkembangan UMKM

b. Predictors: (Constant), Inovasi Hijau, Pemasaran Digital, Nilai Produk

Source: Proccess Data,2025

Partial Test

Based on the table below This means that we can interpret the test results as follows:

1. The t-test results on the Digital Marketing variable (X_1) show that the t-value of 3.301 is greater than the t-table value of 1.658 ($3.787 > 1.658$) and the significance value of 0.001 is smaller than the significance level of 0.05. This indicates that Digital Marketing (X_1) has a positive and significant impact on the Development of MSMEs (Y).
2. The t-test results on the Product Value variable (X_2) show that the t-value of 2.279 is greater than the t-table value of 1.658 ($2.279 > 1.658$) and the significance value of 0.025 is smaller than the significance level of 0.05. This indicates that the Product Value (X_2) has a positive and significant effect on the Development of MSMEs (Y).
3. The t-test results on the Green Innovation variable (X_3) show that the t-value of 2.315 is greater than the t-table value of 1.658 ($2.315 > 1.658$) and the significance value of 0.022 is smaller than the significance level of 0.05. This indicates that Green Innovation (X_3) has a positive and significant impact on the Development of MSMEs (Y).

Table 6. Result Partial Test

Table 6. Result Partial Test						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,229	1,585		2,668	,009
	Pemasaran Digital	,297	,090	,330	3,301	,001
	Nilai Produk	,243	,106	,252	2,279	,025
	Inovasi Hijau	,261	,113	,245	2,315	,022

a. Dependent Variable: Perkembangan UMKM

Source: Proccess Data, 2025

The Influence of Digital Marketing on the Development of SMEs

The research results show that digital marketing has a significant influence on the development of SMEs with a regression coefficient value of 0.297 and a significance value of 0.001. This proves that the higher the level of digital marketing utilization by SMEs, the greater their potential for growth. Digital marketing has become a primary tool in modern business strategies because it can reach more customers at a lower cost compared to traditional marketing methods.

According to Dewi & Sudhiksa (2022), digital marketing allows SMEs to reach customers beyond geographical boundaries, enhance interactions, and build closer relationships with consumers. With platforms like Instagram, Facebook, TikTok, and marketplaces like Shopee and Tokopedia, SMEs now have a greater opportunity to compete in a broader market. In addition, the main advantage of digital marketing is its ability to perform more specific market segmentation.

Pradiani (2018) also mentioned that digital marketing is the most effective means to increase sales, even with a profit potential of up to 100% compared to conventional marketing methods. Through digital marketing techniques such as SEO (Search Engine Optimization), paid advertising, and data-driven marketing, SMEs can tailor their strategies to the needs and behaviors of customers. By leveraging data analytics, SMEs can identify customer shopping patterns and adjust their marketing campaigns more effectively.

However, the challenge faced in the implementation of digital marketing among SMEs is the low digital literacy of business actors. Many of them are still accustomed to conventional marketing methods and lack an understanding of effective digital marketing strategies. Therefore, training and guidance are needed so that SMEs can maximize the use of digital marketing. Programs such as social media training, marketplace management, and digital advertising strategies need to be increased to enhance the capacity of SMEs in utilizing technology.

Overall, digital marketing has proven to be an important factor in the development of SMEs in West Lombok Regency. With the right marketing strategies, SMEs can increase their market reach, enhance brand awareness, and optimize their promotional strategies more effectively and efficiently. Therefore, support from the government, academia, and the private sector in helping SMEs adapt to digital technology becomes very important so that the growth of SMEs can continue to be sustainable.

The Influence of Product Value on the Development of SMEs

The value of the product is one of the main factors influencing the success of SMEs in attracting and retaining customers. The research results show that product value has a significant positive impact on the development of SMEs, with a regression coefficient value of 0.243 and a significance value of 0.025. This means that the higher the quality and added value of a product, the greater the opportunity for SMEs to develop. The value of a product encompasses various aspects, such as the quality of raw materials, design, packaging, and the experience provided to customers.

According to Kotler (2003), product value consists of four main elements, namely product performance, distribution channels, quality assurance, and company reputation. Product performance includes the features, benefits, and durability of the offered product. SMEs that can provide high-quality products at competitive prices tend to excel in the market. In addition, quality assurance, such as halal certification, fair trade, or eco-friendly labels, also plays an important role in increasing consumer trust in SME products.

Hermawan Kertajaya (2002) added that the value of a product is the ratio between the quality and the price perceived by consumers. Therefore, SMEs must be able to balance the price offered with the benefits provided to customers. One way to increase product value is through innovation in design and packaging. Products with attractive packaging tend to be more favored because they create an exclusive and premium impression. In a study conducted by Hapsari et al. (2020), SMEs that pay attention to packaging and product branding aspects experienced a 30% increase in sales compared to SMEs that did not implement similar innovations.

In addition, storytelling or the narrative behind a product also becomes an effective strategy in enhancing the product's value. Consumers tend to be more interested in products that have a deep cultural background or philosophy. For example, traditional woven products from Lombok with specific motifs and philosophies are more favored by tourists, especially if this narrative is well communicated through digital media and product packaging. Thus, a story telling based marketing strategy can become a unique attraction for SMEs.

Overall, high product value will enhance customer loyalty and the competitiveness of SMEs in the market. Therefore, SMEs in West Lombok Regency need to focus on improving quality, design innovation, branding, and product quality assurance. Support from the government and academics in the form of training and product certification facilitation is greatly needed to help SMEs enhance the value of their products and compete in a broader market.

The Influence of Green Innovation on the Development of SMEs

Green innovation is increasingly becoming an important factor in the development of SMEs, especially in the modern era where awareness of environmental sustainability is on the rise. The research results show that green innovation has a significant positive impact on the development of SMEs, with a regression coefficient value of 0.261 and a significance value of 0.022. This means that SMEs that implement environmentally friendly practices in their production and distribution processes tend to develop more compared to SMEs that still use conventional methods.

According to Haryani & Fauzar (2021), green innovation includes the use of more environmentally friendly raw materials, reduction of carbon emissions, and more efficient waste management. SMEs that implement this strategy not only contribute to environmental preservation but also enhance the appeal of their products to consumers who are increasingly concerned about sustainability issues. For example, traditional Lombok woven products that use natural dyes from plants such as indigo and mahogany are more favored by international tourists compared to products that use synthetic dyes.

Nurrahma & Siradjuddin (2022) also emphasize that green innovation can increase production efficiency and reduce operational costs in the long term. SMEs that implement sustainable production techniques, such as the use of renewable energy or raw material recycling systems, tend to have lower production costs in the long run. This provides a competitive advantage for SMEs, especially in facing increasingly fierce global competition. In addition, green innovation opens up new opportunities for SMEs to enter the export market. Many developed countries are currently imposing strict regulations on imported products that do not meet environmental standards. SMEs with green certification or eco-labels find it easier to penetrate international markets. Therefore, certification and mentoring programs in the implementation of green innovations need to be strengthened to help SMEs enhance their competitiveness on a global scale.

With the increasing consumer awareness of sustainability, green innovation is no longer just an option, but a necessity for SMEs that want to grow and compete in the modern market. The government and related institutions need to provide incentives and education to SMEs so that they are increasingly motivated to adopt environmentally friendly practices in their businesses.

The Influence of Digital Marketing, Product Value, and Green Innovation on the Development of SMEs

From the results of the F-test, it was found that digital marketing, product value, and green innovation simultaneously have a significant influence on the development of SMEs, with an F-value of 47.983 and a significance of 0.000. This shows that the combination of these three factors can have a significant impact on the growth of SMEs in West Lombok Regency.

According to Sari et al. (2020), SMEs that are able to integrate digital marketing, product value enhancement, and green innovation will have a higher competitive advantage compared to SMEs that only focus on one aspect. Digital marketing provides a wider market reach, product value creates customer loyalty, while green innovation enhances business sustainability and product appeal for modern consumers.

The advantage of this simultaneous approach is the synergy between complementary factors. For example, SMEs that successfully enhance product value through innovative design and eco-friendly packaging, and then market their products digitally, will find it easier to attract new customers and retain existing ones. This strategy has proven effective in increasing the revenue of SMEs in various sectors, including the craft, culinary, and fashion industries. Overall, the results of this research affirm the importance of a holistic business strategy for SMEs. By optimizing digital marketing, enhancing product value, and implementing green innovations, SMEs can grow sustainably and become more competitive in the global market. Support from various parties, including the government, academics, and the private sector, is essential to help SMEs adopt these strategies more widely.

CONCLUSION DAN RECOMMENDATION

Based on the research and analysis, this study concludes that digital marketing, product value, and green innovation each have a positive and significant effect on SME development. Descriptive analysis shows that SMEs in West Lombok Regency demonstrate varying but generally good levels of digital marketing adoption, perceived product value, and green innovation practices. The t-test results confirm that each variable individually contributes to SME development, while the F-test indicates that all three factors collectively have a significant influence on SME growth.

This research provides valuable insight into how digital strategies, product competitiveness, and environmentally friendly innovations contribute to the advancement of small businesses. However, the study has certain limitations, particularly in its geographic

scope, as it focuses solely on craft SMEs in West Lombok Regency. This may limit the generalization of findings to other sectors or regions. Additionally, the reliance on self-reported questionnaires could introduce bias in the responses.

Based on these findings and limitations, it is recommended that future research extend the study to broader areas or different SME sectors and apply mixed-method approaches to gain deeper understanding. Practical efforts should focus on strengthening the digital marketing capabilities of SMEs that are still lagging, through intensive training on social media optimization, marketplace utilization, and paid advertising strategies. SMEs with lower product value need to enhance the quality of raw materials, innovate product designs, and improve production standards to remain competitive. For SMEs that have not fully adopted green innovation, incentives such as subsidies or financial assistance should be provided to support environmentally friendly practices. Government involvement in providing training, infrastructure, and business development programs remains essential to help SMEs overcome growth barriers and expand their reach both nationally and internationally.

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