



The Influence of Marketing Competence on the Digital Online Garage Sale Community and Their Implications on Capital Investment Decisions (Case Study on the Development Business of the West Java Chamber of Commerce and Industry in Bandung)

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Article Info	Abstract
Article History Received: 2022-06-20 Revised: 2022-07-28 Published: 2022-08-25 Keywords: <i>Marketing Competence; Digital Online Garage Sale Community; Capital Investment Decisions.</i>	Capital investment decisions, a case study on the West Java Kadin fostered business in Bandung. The research method applied is in the form of a descriptive analytical survey method, while the sample used is 32 respondents. The variables studied from each respondent are marketing competence, the Digital Online Garage Sale community, and capital investment decisions. The type of data collected is primary data. The results show that marketing competence has an effect on the Digital Online Garage Sale community. And the Digital Online Garage Sale community influences capital investment decisions. The object of this research is the sample of respondents used is still limited to the business assisted by the West Java Chamber of Commerce in Bandung, therefore further research is necessary based on more varied sampling with a longer duration, in order to obtain generalizable results.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2022-06-20 Direvisi: 2022-07-28 Dipublikasi: 2022-08-25 Kata kunci: <i>Kompetensi Pemasaran; Komunitas Penjualan Garasi Online Digital; Keputusan Investasi Modal.</i>	Keputusan Penanaman Modal, studi kasus pada Kadin Jawa Barat binaan usaha di Bandung. Metode penelitian yang diterapkan berupa metode survei deskriptif analitis, sedangkan sampel yang digunakan adalah 32 responden. Variabel yang diteliti dari masing-masing responden adalah kompetensi pemasaran, komunitas Digital Online Garage Sale, dan keputusan investasi modal. Jenis data yang dikumpulkan adalah data primer. Hasil penelitian menunjukkan bahwa kompetensi pemasaran berpengaruh terhadap komunitas Digital Online Garage Sale. Dan komunitas Digital Online Garage Sale mempengaruhi keputusan investasi modal. Objek penelitian ini adalah sampel responden yang digunakan masih terbatas pada usaha binaan KADIN Jawa Barat di Bandung, oleh karena itu perlu dilakukan penelitian lebih lanjut berdasarkan sampling yang lebih variatif dengan durasi yang lebih lama, agar diperoleh hasil yang dapat digeneralisasikan.

I. INTRODUCTION

Entering the digital platform is believed to be able to help micro, small and medium enterprises survive the difficult times of the current pandemic. Data from the Ministry of Cooperatives and Small and Medium Enterprises shows that there are 17.25 MSME players entering the digital ecosystem as of February 2022. In addition to selling online, it is important for business actors to understand digital marketing so that their business continues to grow. Google Indonesia, quoted from a press release, shares four tips for MSMEs who want to "go digital", welcoming International MSME Day every 27 June.

1. The goal of "going digital", Business actors should understand what their purpose is to enter the online platform. Broadly speaking, "going digital" is not just registering a business name to an online marketplace, however, to find new customers, increase work effectiveness and develop business opportunities.

2. Use digital equipment. The goal of entering the digital ecosystem can be done by utilizing technology, for example optimizing the tools provided by the platform. For example, use Google My Business to register a business, then, to increase work effectiveness, use email, calendar, cloud storage and video calling apps. Also take advantage of Google Analytics and Google Trends to see consumer desires and develop business opportunities.
3. Understanding customer behavior, customer behavior and desires is considered important to start entering digital platforms. For customers, online shopping needs to be handled carefully, especially if they have never shopped at the online store. They will look at the sites and testimonials of other consumers before buying the product. Businesses can turn on the chat feature so that customers can reach them. For business people, this chat feature can open up opportunities to generate sales.

4. Strengthen digital capabilities, Google cites data from Deloitte, only 9 percent of Indonesian SMEs have advanced capabilities such as e-commerce businesses, while 18 percent use social media (medium). As many as 37 percent already have digital devices, however, they have not been used for transactions (basic skills). Deloitte also found that 36 percent did not have a digital device.
5. Digital training, the Ministry of Communication and Information (Kemkominfo) accelerates the digital transformation of micro, small and medium enterprises (MSMEs) in Depok, West Java, by providing various trainings.

The trainings were the Digital Entrepreneurship Academy (DEA), Government Transformation Academy (GTA), and Thematic Academy (TA) which were held for the second time. "This activity is a follow-up to the Digital Human Resources (HR) Capacity Building Work Plan between the Depok City Government (Pemkot) and the Research and Development Agency (Balitbang) of the Ministry of Communications and Information Technology," said Head of Research and Development for Human Resources Kemkominfo Hary Budiarto in his statement, Thursday. The activity, he said, was an implementation of instructions from President Joko Widodo to accelerate digital transformation. Currently, face-to-face meetings are carried out through a medium, called digital media, which has an impact on all segments of society, including entrepreneurs, civil servants, and industry. He explained, now MSMEs have been divided into four classes or categories, where these MSME actors receive DEA training. First is beginner level, they are taught on how to make use of interstitials. The second is called observer, where beginners have been trained to use the marketplace. "The three adopters are MSMEs capable of adopting digital technology. Fourth, leaders, when they reach level four, these business actors can provide training to others," he explained.

For example, marketing training is targeting training, this training is a continuation of the Website Creation and Management Training that has been carried out in previous Abdimas activities. Still collaborating with the West Java Province Office of Cooperatives and Small Business (DISKUK Jabar), especially the Regional Technical Implementation Unit for Cooperatives and Entrepreneurship Education and Training (UPTD P3W), Abdimas this time is still targeting

fostered MSMEs to be given online training in order to develop HR competencies excel in the field of E-Commerce. This Abdimas activity was carried out by lecturers of the Telecommunication and Informatics Business Management Study Program (MBTI) of the Faculty of Economics and Business. This community service activity was carried out as a form of solving solutions to ICT literacy problems in utilizing the internet for product marketing purposes. It is hoped that the digital marketing skills that they will get later, can help them in selling their products to the market so that they can increase their income and prosper MSMEs. In this targeting training, participants will learn to do the stages of digital marketing on the website, namely determining the target market and doing keyword research. It is hoped that from this activity, MSME participants can develop their businesses to be more advanced and can realize competent, productive, professional, and competitive human resources in the era of globalization. In the future, this activity can continue to run well in terms of monitoring MSME participants who have attended training, or providing material for new MSME participants.

From the existing field conditions, at least 162 small, micro and medium enterprises (MSMEs) in Karawang Regency participated in the MSME Program in 2022. Through this activity, MSMEs in Karawang received training, guidance and education from the assistant team of the Karawang Cooperatives and MSMEs Service and the Cooperatives Service. and Small Business (KUK) of West Java Province, the MSME Champion program is a program to increase the level and quality of MSME products towards digitalization and modernization. The Assistance Team from the Karawang Cooperatives and MSME Service and the West Java KUK Service will foster Karawang MSMEs, related to marketing management and increasing market outreach. The participants are culinary, craft, furniture, and fashion business actors. The MSME Champion program is strongly supported by the Karawang Regency Government, especially in developing MSME competencies. According to him, the movement of MSMEs has proven to be one of the most robust economic sectors, including when the Covid-19 pandemic hit the country. In the future, Karawang Regency will present startups that contribute to adding value to the nation's economy. The enthusiasm of the MSME actors and also the seriousness of the Karawang Regency Government to improve competence in

the MSME sector has proven to be good. So that Karawang can become a model for other regions in terms of developing MSMEs. The marketing competence of MSMEs, the Financial Services Authority (OJK) noted that as of May 31, 2021, there were 151 Micro, Small and Medium Enterprises (MSMEs) as MSMEs that raised their funds through the Digital Online Garage Sale Community, some through Securities Crowdfunding (SCF). In terms of definition, equity securities crowdfunding is a way of collecting investor funds from the capital market by startups and MSMEs by releasing some of their shares (or debt securities) through an intermediary holding securities crowdfunding licensed from the OJK. So that securities crowdfunding, which is an improvement from equity crowdfunding, which was previously only of the stock type, will be of the type of EBUS (debt securities and sukuk).

In addition to providing convenience from the issuer side (MSMEs), this policy is also expected to provide broad opportunities for retail investors, especially those who are domiciled in the MSMEs that issue SCFs to contribute to economic development in their respective regions. One of the strategies taken is to run a business through online marketing and sales, this is supported by the Regional Government down to the village level. Activities with the theme of online marketing and sales training for MSMEs are carried out at certain levels and certain periods in collaboration with third parties. Some of the factors that digital technology, especially the internet has a positive impact, include:

1. Internet as a communication medium, is the most widely used internet function where every internet user can communicate with other users from all over the world through social media;
2. Data exchange media, by using email, social media by internet users around the world can exchange information quickly and cheaply;
3. Media to search for information or data, the rapid development of the internet, making the internet one of the most important and accurate sources of information;
4. Ease of obtaining information on the internet so that people know what is happening;
5. Can be used as a field of information for the fields of education, culture, and others;
6. E-commerce provides convenience in transacting and doing business in the trade sector so that there is no need to go to the place of offering/sales;

The development of e-commerce today is very rapid, with the support of online sales application platforms and e-payments and courier services, of course this opportunity can be utilized by MSMEs in developing their business. On this basis, the author is interested in conducting research with the title "The Influence of Digital Marketing Competence on the Online Digital Garage Sale Community and its implications for Capital Investment Decisions" (Case Study on the Business of the West Java Chamber of Commerce and Industry in Bandung". Based on the illustration of the problem above, the identification of problems that can be described are as follows:

1. In the case of MSMEs assisted by the West Java Chamber of Commerce which are still concerning in the condition of mastering information technology, especially digital marketing, in order to exist and survive in the midst of the COVID-19 pandemic, difficulties arise in encouraging them to have the ability to compete with other MSMEs, even in regional areas. West Java.
2. To be provided with adequate training, it takes awareness and willingness to fight, especially in terms of cost, time and other resources, so that the digital marketing training target can be achieved according to the predetermined plan.
3. In order for MSMEs to master digital marketing, a joint commitment from MSMEs with organizers and other stakeholders is needed, which will have implications for the success of MSMEs which are currently being applied to MSMEs.
4. The selection of a digital marketing training agenda for MSMEs, which is expected to encourage the community both in terms of income, raising capital, to the realization of a cluster of business entities among them, is still constrained by the limited resources of training service providers.
5. Monitoring the effectiveness of digital marketing training for MSMEs that will be documented, is constrained by existing resources, so that the results achieved are feared to still be an obstacle to conducting effective and informative monitoring.
6. Capital investment is still the main obstacle in developing MSMEs fostered by the West Java Chamber of Commerce, this is shown by the lack of mastery of digital marketing, especially in the COVID-19 pandemic conditions which limit their interactions.

II. METHOD

1. Object of research

Sampling is a total of 32 respondents Kadin Jabar Business Development in Bandung using purposive sampling technique.

2. Data analysis technique

Descriptive Analysis Test, the research was taken through a quantitative approach with a survey method, and using a Lickert scale questionnaire as primary data, then the respondents' answers were tabulated. The description used is the independent variable of Seller Competence, while the dependent variable is the Online Garage Sale Digital Community. And the Garage Sale Digital Online Community as the independent variable while the dependent variable is the capital investment decision. According to Sekaran and Bougie (2017: 79), that the independent variable will affect the dependent variable, whether positive or negative. This means that every independent variable that appears, then it can be ascertained that the dependent variable will also appear, for every increase or decrease in the independent variable. Still according to Sekaran and Bougie (2017: 77) the dependent variable is a variable that is under the influence of other variables, so in other words the main variable is suitable for research material. Furthermore, the existing variables will be described through operational research variables, which consist of the main variables, definitions or concepts, dimensions, indicators and measurement scales.

3. Data Testing Method

a) *Validity test*

Test the validity of the ordinal measurement scale using Spearman rank correlation

b) *Reliability test*

Reliability test is needed to find out so that the measurement results remain consistent, when repeated measurements are made with the same symptoms. This test uses the Spearman Brown technique of split-half, to find the reliability coefficient which also uses the Spearman Brown formula.

c) *Descriptive Analysis Test*

This test was conducted to obtain responses through surveys, through the distribution of questionnaires in order to obtain perceptions of the West Java Chamber of Commerce Development, using the Seller Competence variable, digital online garage

sale community, capital-raising investments.

d) *Data analysis technique*

There are two types of analysis used, namely: (1) descriptive analysis through qualitative variables and (2) quantitative analysis with path coefficients, as well as determination that measures how much influence the independent variable has on the dependent variable. While the verification method utilizes path analysis, with the use of a combination of analytical techniques, of course, it is desirable to obtain an integrated generalization between

Marketing competence, digital online garage sale community, digital online garage sale community and capital-raising investment, the author distributes a questionnaire about respondents' opinions on this research, which consists of 15 statement items for the Digital Marketing Training variable, 13 for the digital online garage sale community and 14 items of capital-raising investment, each statement is given 5 alternative answers that must be chosen.

4. Classic assumption test

a) *Using Normality Test, Heteroscedasticity Test, Auto Correlation Test and Multicollinearity Test*

Hypothesis Test (t test) to get an idea, how is the influence of the independent variable on the dependent individually (partial).

b) *Coefficient of Determination Test*

This coefficient is a value that indicates the magnitude of the influence of the independent variable simultaneously on the dependent variable. With a range of values between 0 to 1 (0% - 100%), the values in the range close to one, the greater the influence of the independent variable.

III. RESULT AND DISCUSSION

In this study, a survey was conducted on respondents from the West Java Chamber of Commerce and Industry in Bandung, by taking a sample of 32 respondents. The research locus was carried out in Bandung at the West Java Kadin Guidance Business in Bandung, through a request for responses with a survey by distributing questionnaires to determine the perception of the West Java Kadin Assisted Business in Bandung, while the variables used were Seller Competence, digital online garage

sale community, and capital investment accumulation.

Table 1. Questionnaires to Determine the Perception

Statistics			
N	X	Y	Z
Valid	39	39	39
Missing	0	0	0
Mean	41.46	49.97	53.64
Median	40.00	52.00	54.00
Std. Deviation	8.488	6.466	6.272
Variance	72.045	41.815	39.341
Range	27	24	31
Minimum	29	37	38
Maximum	56	61	69

The picture above is data processing for descriptive tests that have been carried out. The SPDD output table display above shows the number of responses (N) there are 39, from 39 respondents this marketing competence is the smallest (minimum) is 29 and the largest (maximum) is 56. The range value is the difference between the minimum and maximum, namely for respondents, marketing competence is 27, The smallest (minimum) of the respondents for the Digital Online Garage Sale Community is 37 and the largest (maximum) is 61. The value of the range is the difference between the minimum and the maximum, namely for the respondents of the Digital Online Garage Sale Community, it is 24, the respondents of this marketing competence are the smallest (minimum) are 38 and the largest (maximum) is 69. The value of the range is the difference between the minimum and the maximum, namely for respondents of Capital Investment Decisions it is 31. Hypothesis Test (t test) or Coefficient that has been carried out, based on the analysis of the t-test table, it is known that the variable (X) of Marketing Competence has a significance value of $0.054 > 0.05$, which means that Variable (X) of Marketing Competence is not significant to Variable (Y) Digital Online Garage Sale Community or the hypothesis is not accepted. In addition, it can be seen that the t count is $-1.990 < 1.688$, which means that the variable (X) of Marketing Competence has no significant effect on the variable (Y) of the Digital Online Garage Sale Community or the hypothesis is accepted.

1. Variable Test (Y) Digital Online Garage Sale Community on (Z) Capital Investment Decisions.

The data processing of the Hypothesis Test (t test) or Coefficient that has been carried out, based on the analysis of the t-test table, it is known that the variable (Y) of the Digital

Online Garage Sale Community has a significance value of $0.824 > 0.05$, which means that the variable (Y) of the Digital Online Garage Sale Community is not significant to the Variable (Z) of Capital Investment Decisions or the hypothesis is not accepted. In addition, it can be seen that the t count is $0.224 < 1.688$, which means that the variable (Y) of the Digital Online Garage Sale Community has no significant effect on the Variable (Z) of Capital Investment Decisions or the hypothesis is accepted.

2. Variable (X) Marketing Competence on (Z) Capital Investment Decision

The data processing of the Hypothesis Test (t test) or Coefficient that has been carried out, based on the analysis of the t-test table, it is known that the variable (X) Marketing Competence has a significance value of $0.190 > 0.05$, which means (X) Marketing Competence is not significant to the Variable (Z) Capital Investment Decision or the hypothesis is not accepted. In addition, it can be seen that the t count is $1.334 < 1.688$, which means that the variable (X) of Marketing Competence affects the Variable (Z) of Capital Investment Decisions or the hypothesis is accepted.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

The conclusion from the research on the influence of digital marketing competence and financial reporting on performance is as follows:

1. The results of the largest (maximum) and smallest (minimum) descriptive test for the Variable (X) Marketing Competence, Variable (Y) Online Garage Sale Digital Community and Variable (Z) Capital Investment Decisions are 29 and 56, 37 and 61, 38 and 69. With Standard Deviations X, Y and Z are 8.488, 6.466 and 6.272.
2. Variable (X) Marketing Competence has no significant effect on Variable (Y) Digital Community Online Garage Sale or the hypothesis is accepted.
3. Variable (Y) Digital Community Online Garage Sale has no significant effect on Variable (Z) Capital Investment Decision or the hypothesis is accepted

Variable (X) Marketing Competence has no significant effect on Variable (Y) Digital Online Garage Sale Community on Variable (Z) Capital Investment Decision or the hypothesis is accepted.

B. Suggestion

This related discussion is still very limited and requires input, suggestions for the next writer are to study more deeply and comprehensively about The Influence of Marketing Competence on the Digital Online Garage Sale Community and Their Implications on Capital Investment Decisions (*Case Study on the Development Business of the West Java Chamber of Commerce and Industry in Bandung*).

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