



**DEPARTMENT OF ACCOUNTING
FACULTY OF ECONOMICS AND BUSINESS**

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THESIS

**" THE INFLUENCE OF DIGITAL MARKETING AND MARKETPLACE
ON THE REVENUE OF MICRO, SMALL, AND MEDIUM ENTERPRISES
(MSMEs) IN PADANG CITY IN 2025"**

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ABSTRACT

In the era of digitalization that continues to develop, marketing strategies have undergone significant changes that also affect the performance of Micro, Small, and Medium Enterprises (MSMEs). Digital marketing is present as a solution strategy to overcome conventional marketing challenges, especially in terms of cost and time efficiency, as well as answering market needs that are increasingly shifting towards digital. This study aims to analyze the effect of the implementation of digital marketing and marketplaces on MSME sales revenue in Padang City. This city was chosen as the research location because of the high number of MSME actors who still face obstacles in accessing marketing. This study uses a quantitative descriptive approach method with data collection techniques distributing questionnaires online and directly to respondents, Data analysis techniques using data quality tests; validity tests, reliability tests, classical assumption tests; normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis tests, hypothesis tests; determination coefficient test (R^2), simultaneous regression tests (f tests), partial regression tests (t tests). The results of this study indicate that the Digital Marketing variable affects MSME Revenue, the Digital Marketing and Marketplace variables have a simultaneous (together) effect on MSME Revenue. Keywords: Digital Marketing, Marketplace, MSMEs, Sales, Padang City..

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