

CHAPTER V

CLOSING

5.1 Conclusion

The purpose of the study is to test the influence of Digital Marketing and Marketplace on increasing the revenue of MSMEs in Padang City. Based on the results of the analysis test conducted, the following conclusions were drawn.:

1. Digital marketing has a significant positive effect on revenue because UMKM players promote their sales more using effective and efficient digital marketing which can help them generate higher profits and revenue. Even with the increasing use of the internet, it is easier for consumers to find information related to the goods they will order, and other discounts. This is what can increase sales with promotions through digital marketing which will attract consumer purchasing power.
2. Marketplaces have a significant positive impact on revenue when assisted by digital marketing factors because MSMEs expand the use of applications through marketplaces assisted by digital marketing and MSMEs add as many products as possible to the marketplace for sale, thus having an impact on increasing revenue for MSMEs in Padang City.
3. The results of the determination coefficient show that digital marketing and marketplaces have an influence on revenue in Padang City of 8.1% and the remaining 91.9% is influenced by other factors outside this study.

5.2 Suggestion

1. The implementation of digital marketing has a significant impact on business continuity, especially for micro, small and medium enterprises (MSMEs), which can ultimately result in increased revenue. This provides an opportunity for MSMEs to increase their sales through digital marketing.

2. Using a marketplace platform has a significant impact on the sustainability of micro, small, and medium enterprises (MSMEs) in increasing the revenue of MSME actors. This can be one method to increase sales in a relatively short time.
3. For further research in the future, it is recommended that researchers can expand the variables studied, such as product innovation, service quality, and financial management, in order to obtain a more complete picture of the factors that influence the success of MSMEs in utilizing digital marketing and marketplaces. In addition, qualitative approaches such as in-depth interviews and case studies are highly recommended in order to understand the motivations, obstacles, and strategies of business actors more comprehensively and gain in-depth insights into the challenges faced and effective solutions.

5.3 Policy implications

This research was conducted in the MSME sector in Padang City, so its impact is very relevant to the MSME industry in Padang City. Thus, the findings of this study can provide the following implications:

1. Digital marketing has a very good influence on the revenue of MSMEs in Padang City. Considering these results, MSME actors should prioritize technology and align innovation to make it easier and attract consumers to buy more of the products they offer. Attending MSME seminars and training is a useful step for business people in Padang City so that they can remain competitive in the current digital era and not face difficulties in developing their businesses to a higher level in the future.
2. Marketplace has a very beneficial effect on the revenue of micro, small, and medium enterprises in Padang City. Considering these results, micro, small, and medium enterprises need to focus on utilizing the marketplace platform to attract consumers to shop more for the products they offer. Increasing the utilization of the marketplace platform can be done by participating in training

to improve business reputation and create innovation to be more advanced in the future.

