

The Influence of Entrepreneurship and Digital Marketing on Sustainable Economic Development

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Abstract

Sustainable economic development is a process that balances the recovery of economic growth by considering the environmental and social impacts of society in improving the economy. It is one of the practical tools for strategic adaptation to achieve economic and environmental sustainability. This encourages entrepreneurs to create businesses that use skills and initiative to meet needs and bring new ideas. Understanding these opportunities has brought the resulting products to the attention of the market. To support this, a strategy that can be implemented is digital marketing. This is important for business continuity and reaching the community or even getting customers. This research aims to determine and analyze entrepreneurship and digital marketing towards sustainable economic development. Quantitative methods are used, especially questionnaires. The results of a sample of 30 respondents show that entrepreneurship has no effect on sustainable economic development, but is positive and not significant. Meanwhile, digital marketing has a positive and significant influence on sustainable economic development.

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1. Introduction

In an effort to improve community welfare, sustainable development employs economic, social, and environmental concepts in its approach to development. The aim of this development is to accelerate the achievement of targets set in planning on a measurable scale (Triatmanto, 2021). Therefore, the sustainable development goals (SDGs) agreed upon by countries in the UN forum in 2015, continue to involve cooperation and partnerships from both the private sector and the general public. One way of sustainable development is in the economic sector.

According to Malihah (2022), Sustainable economic development is a process that balances the recovery of economic growth by considering the environmental and social impacts of society in improving the economy. It is also clear that the activities of this development focus on the welfare of producers and consumers by preserving the environment for future needs. The goal of sustainable economic development is long-term sustainable, which is achieved by giving the economy and the environment more synergy. Through this economic sector, it is a strategic step in implementing sustainable economic development without sacrificing the needs of future generations (Mutmainah and Cahyono, 2021). Behind this, there are several challenges faced, namely the lack of management of natural resources, still depending on certain economic sectors, problems of social inequality, and lack of public awareness.

In the current era, entrepreneurship has become a step in improving the economy. The presence of entrepreneurship itself aims to overcome environmental gaps and degradation so that it has an impact on the surrounding area (Huang et al., 2023). This is the fundamental strength of entrepreneurship in providing positive social, environmental and economic change (Sreenivasan and Suresh, 2023). Entrepreneurship refers to these values through innovation related to creation, management and taking calculated risks. The success of entrepreneurship can be seen from the ability and strong will to take advantage of opportunities and implement innovation at the right time (Hendarsyah, 2020). Besides that, entrepreneurs can create businesses that use their skills and initiative to bring new ideas. Understanding this opens up opportunities to bring the resulting products to the attention of the market.

The spirit of entrepreneurship cannot be separated from marketing. Especially in the current era, the marketing system is shifting from conventional to digital by starting to adopt multimedia as a technology driver (Wibowo and Yudi, 2021). This is proven that the use of technology, especially the internet, has spread to the advertising industry. Thus, this marketing is known as digital marketing.

Digital marketing aims to help integrated communication between marketers and consumers so that there is deeper engagement regarding the products offered (Rumondang et al., 2020). This is the most important part in promoting products that involve digital technology so that potential customers can find out about the existence of the product. Digital marketing is less expensive than traditional marketing and facilitates the simpler distribution of sales promotions to a broader audience, at any time, place, and to all demographics (Fadhilah and Pratiwi, 2021).

Even though digital technology already exists, there are still entrepreneurs who have not fully utilized it in running their business (Mavilinda et al., 2021). That way, there is a need for a digital marketing strategy in business. This strategy is an intelligent system for collecting and analyzing data for the target purposes of the products offered (Tariq et al., 2022). Because digital marketing tactics have the power to cultivate customers' enduring buying loyalty, they are crucial in today's market (Mavilinda et al., 2021).

2. Literature Review

Sustainable Development Goals (SDGs)

Together with other UN members, Indonesia adopted the Sustainable Development Goals (SDGs) in 2015 as a set of growth and development objectives that do not compromising the requirement of future generations (Huang et al., 2023). The Sustainable Development Goals (SDGs) are a set of 17 objectives for global development that are expected to be accomplished by 2030 (Jakiyudin et al., 2022). The focus of the SDGs is to look at the current condition of society in meeting daily needs and improving the quality of life by ensuring the community's living environment for future generations (Ahmad and Ahmad, 2021).

By definition, SDGs are a benchmark for development goals in paying attention to community welfare, especially in meeting needs so that there is a need to improve the quality of life and maintain the state of the environment (Kementerian PPN, 2020). Not only that, these SDGs are an international commitment to improving people's prosperity and improving the quality of life. Efforts to realize the SDGs goals require special priority attention and the ability to contribute to this achievement (Gazzola et al., 2020).

Sustainable Economic Development

By offering possibilities for full involvement in all economic activities, sustainable economic development is a process economic growth that prioritizes serving the needs of future generations over achieving affluence (Solechah and Sugito, 2023). A development strategy that prioritizes environmental protection and economic sustainability by raising living standards is known as sustainable economic development. Therefore, sustainable development is a type of development that prioritizes enhancing the standard of living while maintaining the ability to satisfy the demands of future generations in order to support the environment and economic sustainability.

Sustainable economic development is very important to realize community prosperity so that every individual has the opportunity to participate in economic activities (Solechah and Sugito, 2023). This activity refers to economic development accompanied by protecting the environment and human welfare by meeting current human needs and the needs of future generations (Ye et al., 2023). Through the development of economic activities, this is useful in reducing income inequality between people and creating jobs that can provide a sustainable process (Mutmainah and Cahyono, 2021). By knowing this,

it can be a strategic step in implementing sustainable economic development so that it becomes an opportunity for society to support this development (Chang and Fang, 2023).

Entrepreneurship

Entrepreneurship is the main capital that is a strategy to encourage economic growth in creating jobs (Diandra, 2019). It is also clear that entrepreneurship is an activity built on creativity and innovation in creating something new by providing benefits for job seekers (Setiawati and Ahdiyawati, 2021). Not only that, entrepreneurship is an activity that starts with creating an idea and turning that idea into reality and can provide a positive response to social problems (Rifa'i and Husinsah, 2022). It can be concluded that entrepreneurship is the main capital in creating creativity and innovation to answer society's social challenges by providing benefits to those such as job seekers.

Entrepreneurship is one of the activities that predicts social and economic conditions before finding creativity and product innovation that will be created by referring to thought patterns, behavior and decision-making processes by instilling a social perspective (Xiaobao et al., 2023). Cultivating an entrepreneurial spirit can be done from these innovations and is sustainable if we continue to pay attention to solutions to problems and the environment (Shahid et al., 2023). Besides that, entrepreneurship has a very important role in achieving a sustainable economy because it considers long-term business continuity (Huang et al., 2023). In this way, this entrepreneurial ability is tested by the onslaught of business competition, so it is necessary to manage a competitive business (Supriyanto, 2022).

Digital Marketing

Digital transformation has changed the conditions for companies that inevitably have to follow developments in order to remain competitive in market share (Homburg and Wielgos, 2022). This kind of change requires companies to be quick and responsive to current developments, especially communication and interaction in promoting the products they produce so that this also has an impact on their marketing strategy (Febrian et al., 2021).

Digital marketing is a type of marketing that targets customers with speed and precision by using technology, information, and communication to promote a product (Fadhilah and Pratiwi, 2021). The notion of digital marketing may be seen as a strategic process with the ultimate purpose of achieving marketing objectives and facilitating commerce (Alwan and Alshurideh, 2022). In digital marketing, the use of compelling language, design, and content may sway customer decisions and elicit favorable reactions (Hadiyati et al., 2023). In this way, digital marketing becomes a space for business actors to market and introduce their products (Rumondang et al., 2020). Moreover, digital marketing can be a method for introducing products to the general public by communicating online and promoting products without limitations on place, time and cost (Alwan and Alshurideh, 2022).

The benefits of digital marketing are lower costs, identifying customer needs and desires, brand development, wider reach, building customer loyalty and achieving customer satisfaction (Rumondang et al., 2020). Indeed, digital marketing has improved people’s lives by providing them with the means to do business in an easy and controlled manner (Daud et al., 2022).

3. Research Methods

This study’s methodology makes use of quantitative techniques and primary data as its data source. This is because the data is obtained directly from the respondent data collection. Aside from that, the study was conducted by establishing boundaries and distributing questionnaires. The reason for using this type of research is because you want to analyze the influence of research variables. Where the independent variables are entrepreneurship and digital marketing and the dependent variable is sustainable economic development. In this case, the conceptual framework can be seen in Figure 1. Therefore, the goal is to determine if digital marketing and entrepreneurship have an impact on sustainable economic development. Meanwhile, the population of this study is people who have online businesses with 30 respondents as the sample size. The non-probability sampling method, namely the quota sampling type, is used in the sampling process. The data analysis technique used uses SPSS and Smart PLS version 4 applications. For this reason, the concept of this research framework is as follows:



Source: Author

Figure 1. Conceptual Framework

From this picture it can be explained that the hypothesis of this research:
 H1: The influence of entrepreneurship on sustainable economic development.
 H2: The influence of digital marketing on sustainable economic development.

4. Results

Respondent Profile

Of the 30 respondents' data obtained, there were around 53.3% women and 46.7% men. With their final education, it is dominated by SMA/SMK equivalent graduates at 63.3% and S1 graduates at 36.7%. Currently, the respondents' domiciles come from several regions, such as:

Table 1. Respondent Profile

Number	Domicile	Amount	Percentage
1.	Bogor	1	3%
2.	Bontang	1	3%

Number	Domicile	Amount	Percentage
3.	Depok	1	3%
4.	Gresik	1	3%
5.	Jakarta	3	10%
6.	Jombang	1	3%
7.	Malang	20	67%
8.	Tangerang	2	7%
Total		30	100%

Source: Author

Validity Test and Reliability Test

After obtaining data from 30 respondents, the results of the questionnaire will be processed first using the SPSS application. Validity test and reliability test are initial data tests. The purpose of the validity test is to measure the questionnaire instrument distributed so that the questionnaire can be said to be valid or not. Because there were 30 respondents, the rtable value used was 0.361 based on a significance level of 5%. If the rcount value > rtable value, then this can be declared valid.

Table 2. Validity Test Results

Variable	Items	Rhitung	Rtabel 5% (30)	Criteria
Entrepreneurship (EN)	EN1	0.620	0.361	Valid
	EN2	0.639	0.361	
	EN3	0.681	0.361	
	EN4	0.598	0.361	
	EN5	0.667	0.361	
	EN6	0.451	0.361	
	EN7	0.693	0.361	
	EN8	0.632	0.361	
	EN9	0.566	0.361	
	EN10	0.745	0.361	
Digital Marketing (DM)	DM1	0.751	0.361	Valid
	DM2	0.639	0.361	
	DM3	0.718	0.361	
	DM4	0.816	0.361	
	DM5	0.673	0.361	
	DM6	0.839	0.361	
	DM7	0.413	0.361	
	DM8	0.693	0.361	
	DM9	0.580	0.361	
	DM10	0.819	0.361	
Sustainable Economic Development (PE)	PE1	0.714	0.361	Valid
	PE2	0.839	0.361	
	PE3	0.641	0.361	
	PE4	0.720	0.361	
	PE5	0.690	0.361	
	PE6	0.651	0.361	
	PE7	0.724	0.361	
	PE8	0.710	0.361	
	PE9	0.624	0.361	

	PE10	0.735	0.361	
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Source: Author

However, by examining the split half and Cronbach alpha values, the reliability test aims to ascertain the make-up of the questionnaire that the researcher distributed.

Table 3. Item-Total Statistic

Variable	Items	Scale Mean if Item Deleted	Scale Variance Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if item Deleted
Entrepreneurship (EN)	EN1	123.80	180.234	0.593	0.956
	EN2	123.47	180.257	0.614	0.956
	EN3	123.97	176.999	0.652	0.955
	EN4	123.90	177.472	0.558	0.956
	EN5	124.13	176.051	0.633	0.956
	EN6	123.60	182.731	0.396	0.957
	EN7	123.70	178.493	0.669	0.955
	EN8	123.70	179.528	0.604	0.956
	EN9	124.03	177.344	0.512	0.957
	EN10	123.90	174.231	0.718	0.955
Digital Marketing (DM)	DM1	123.73	176.616	0.729	0.955
	DM2	123.90	177.266	0.605	0.956
	DM3	123.80	176.648	0.693	0.955
	DM4	123.67	174.092	0.798	0.954
	DM5	123.60	178.593	0.647	0.955
	DM6	123.83	174.626	0.823	0.954
	DM7	123.83	183.040	0.319	0.958
	DM8	123.70	178.493	0.669	0.955
	DM9	123.77	179.151	0.543	0.956
	DM10	123.90	176.852	0.804	0.954
Sustainable Economic Development (PE)	PE1	123.83	177.937	0.690	0.955
	PE2	123.73	176.202	0.825	0.954
	PE3	123.67	179.264	0.613	0.956
	PE4	123.87	173.775	0.688	0.955
	PE5	123.90	177.059	0.662	0.955
	PE6	123.83	175.868	0.615	0.956
	PE7	123.63	177.757	0.701	0.955
	PE8	124.03	175.482	0.681	0.955
	PE9	123.80	179.269	0.594	0.956
	PE10	123.70	178.907	0.715	0.955

Source: Author

Table 4. Reliability Statistic

Cronbach's Alpha	Part 1	Value	0.920
		N of Items	15 ^a
	Part 2	Value	0.931
		N of Items	15 ^b
Total N of Items			30
Correlation Between Forms			0.815

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<http://ojs.ijbe-research.com/index.php/IJBE/index>

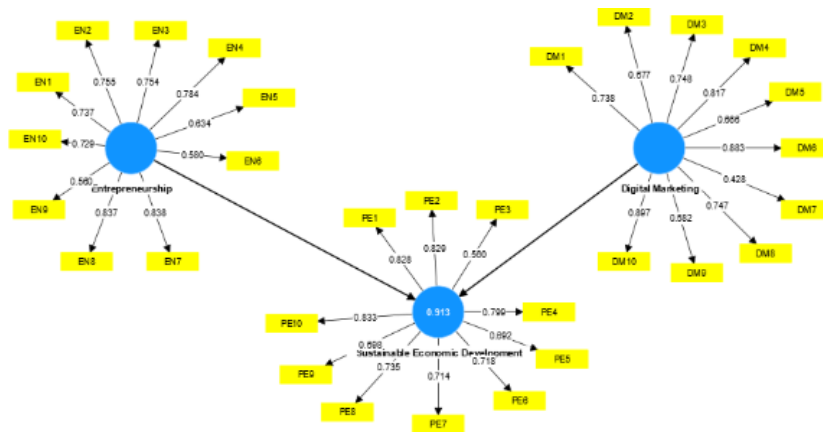
Spearman-Brown Coefficient	Equal Length	0.898
	Unequal Length	0.898
Guttman Split-Half Coefficient		0.898

Source: Author

Based on table 4, Cronbach's alpha is 0.920 so this value is greater than 0.6. This can be said to be reliable. The split half coefficient value is 0.898. This proves that $0.898 > 0.80$. So that the research instruments used can be declared reliable.

Hypothesis Test

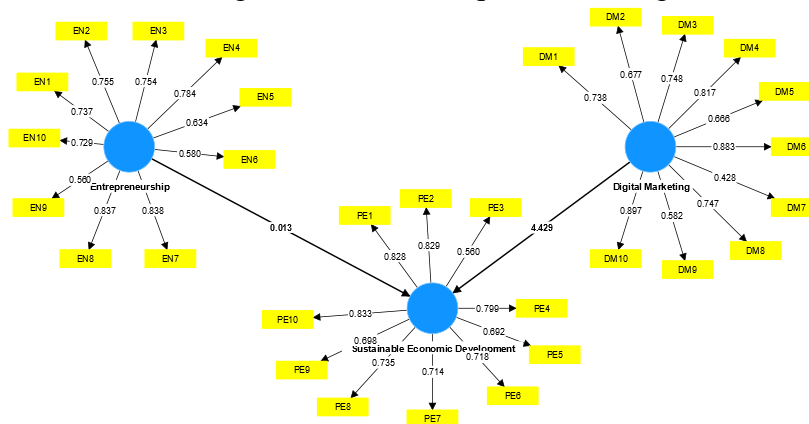
Apart from testing validity and reliability, it is necessary to test hypotheses against previous assumptions. For this reason, this hypothesis test uses the SmartPLS version 4 application with the aim of finding out the influence between variables.



Source: Author

Figure 2. R-Square

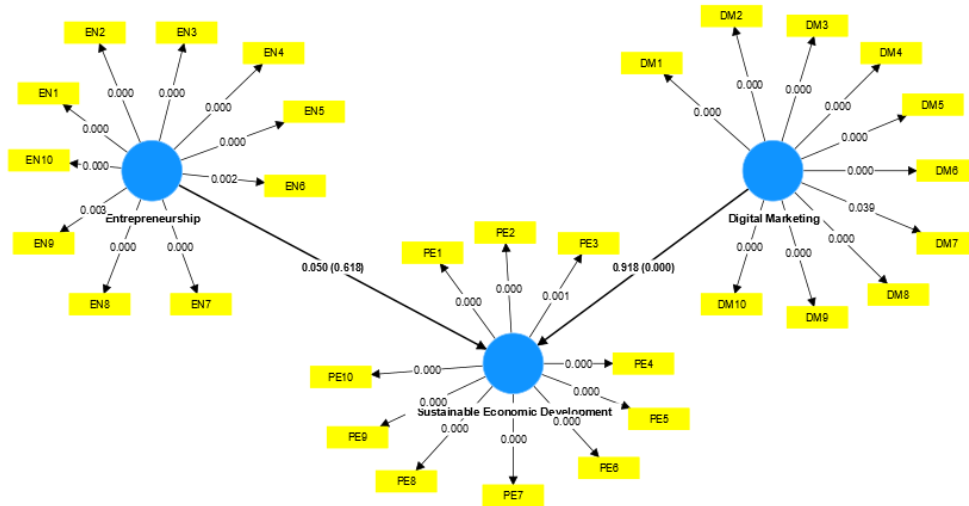
An R-square value of 0.913 and an adjusted R-square value of 0.906. based on this figure, the variables related to digital marketing and entrepreneurship have a 91,3% explanatory power when it comes to sustainable economic development. In this way, this value is classified as substantial (strong) because the R-square value is greater than 0.75.



Source: Author

Figure 3. f-Square

At this f-square value, the influence of entrepreneurship on sustainable economic development has a small or low effect because the value is $0.013 < 0.02$. This is inversely proportional to the f-square value of digital marketing on sustainable economic development which has a value of $4,429 > 0.35$, so the effect is large or high.



Source: Author

Figure 4. Patch Coefficients

Figure 4 will explain further with the following table:

Table 5. Patch Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EN->PE	0.050	0.049	0.101	0.498	0.0618
DM->PE	0.918	0.927	0.079	11.611	0.000

Source: Author

According to this table, the statistical t value is $0.0498 < 1.96$, the P values is $0.0618 > 0.05$, and the path coefficient value of entrepreneurship towards sustainable economic development is 0.050. because of this, it is beneficial but not noteworthy, and it has no effect. Digital marketing for sustainable economics development has a positive and significant effect with a patch coefficient value of $11.611 > 1.96$ and a value of $0.000 < 0.05$ for P values.

The Relationship between Entrepreneurship and Sustainable Economic Development

The research findings refute hypothesis 1, indicating that entrepreneurship has on discernible impact on sustainable economic development. But this is positive. Where only

productive entrepreneurship can support sustainable economic development, so that those that are not productive cannot support this development (Bhegawati et al., 2022).

The Relationship between Digital Marketing and Sustainable Economic Development

In hypothesis 2, based on research findings that show there is a positive and significant influence of digital marketing on sustainable development, this hypothesis strongly supports research. This was also explained in previous research, if businesses run using digital, especially in the economic sector, can contribute to sustainable economic development (Nizar and Sholeh, 2021).

5. Conclusion and Suggestion

Conclusion

Sustainable economic development is a process that balances restoring economic growth with environmental protection and social progress to increase economic resilience. In order to achieve long-term sustainability, this development places a high priority on the interaction between the economy and the natural environment. In order to achieve sustainable economic development, society must become more cognizant of company management. Especially in the current era, the existence of technology and information can be an opportunity for business people to take advantage of. The findings of this research show that digital marketing has a positive and significant impact on sustainable economic development. On the other hand, there is no influence of entrepreneurship on sustainable economic development but it is positive and not significant. This is because only productive entrepreneurship can support sustainable economic development. If it is not productive, it cannot support sustainable economic development.

Suggestion

In this research, the sample is people who have online businesses in several cities, so the results are still minimal and the number of respondents is limited. For this reason, it is hoped that further research will be carried out to find out and analyze online businesses and expand the respondents.

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