Understanding the Impact of Digital Advertising, Product Difference And Product Image on Small Business Expansion: A Quantitative Investigation

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ABSTRACT:The purpose of this study is to understand the effect of digital advertising, product differentiation, and product image on small business expansion. To analyze the data used quantitative methods with a descriptive approach. In this study, the population consisted of culinary business owners in Makassar City, and a total of 96 samples. Used multiple linear regression analysis techniques, f test, t test, and the coefficient of determination as data analysis. Partially, digital advertising, product differentiation, and product image have an impact on the expansion of culinary businesses in Makassar City. In addition, simultaneously, digital marketing, product differentiation, and product image also have an impact on the expansion of culinary small businesses in Makassar City.
KEYWORDS: Digital Advertising, Product Differentiation, Product Image, Small business expansion.

I. INTRODUCTION

The development of MSMEs, especially in the culinary field, contributed greatly to the Gross Domestic Product (GDP) with a percentage of 60.34% and succeeded in absorbing up to 97% of the workforce. Therefore, MSMEs can also be said to be the main pillars of the economy. In today's digital era, product marketing is becoming easier and more efficient even in the midst of busyness (Rakib et al., 2020).

Appropriate marketing communication planning can prevent companies fromosing out on unsuccessful and unproductive promotion costs. Arora, R et al., (2022)stated that digital advertising is a marketing medium that can now utilize social media as a means of promoting a business.

Digital advertising has become a medium in marketing which currently has a lot of enthusiasts, especially among the public, where it can help people carry out various activities in shopping(Almohaimeed, B., 2019). People are slowly shifting from traditional market forms to modern marketing forms that use digital advertising(Alfeel, E.,& Ansari, Z. A., 2019). Through digital advertising, communication and digital transactions can be done instantly and can cover the whole world. Not only that, product sales also experience things where technology develops and has an impact on profit margins. In addition, business activities, both small and large businesses, are also experiencing technological developments in running a business (Balakrishnan, et al., 2014). The large number of competitors makes consideration between SMEs entering into fairly strong competition. In running a business that is also needed, namely product differentiation.

Markus, N. L., Raharjo, S. T., & Mahfuz, (2018)argues that differentiation is a business run by companies in order to provide added values and a different appearance among the public. This business is carried out as an effort to improve business strategies which are very decisive in marketing(Muiz, E., 2018). This strategy is an important part of competition, especially in the world of business. With this strategy, business owners can create characteristics that are not owned by competitors where the product is a characteristic that makes consumers remember and differentiate their products even though the products are from the same type of business (Dwihapsari, E.R., & Murni, Y., 2017).

The strategy of differentiating product differentiation can also be carried out in various ways such as differentiating products with their features (Tonyokeke, O., & Onyemachi, U. C., 2018). In addition, product differentiation can also

be made based on the form of service provided by personnel who have good communication and skills. Product differentiation can also be done by differentiating the form of distribution channels. Meanwhile, image differentiation can be done by differentiating corporate identity. which can make a difference that characterizes a product(Gandhy, A., & Hairuddin, J. A., 2018).

Product image (Brand Image) is an element that becomes an important aspect of a product (Kotler & Keller, 2016). This has a big influence on people's lives because indirectly, ideology changes to make it easier to live an increasingly modern life(Amron, A., 2018). The value of service and product quality is reflected in the image or representation of a company, which has a fairly constant perspective over a long period of time

(Dhurup et al., 2014). According toCheng, L. P.,(2017) product image can strengthen consumer awareness of the quality and characteristics of competitive products. A good image will help improve a product in developing MSMEs (Khuong, M. N., & Tran, N. T. H., 2018).

MSME development must be balanced with the development of human resources in various aspects(Syaifudin, A., 2017). The quality of the workforce against adequate differences will affect production so as to support the company in achieving a product reputation in order to progress(Sahoo, S., & Yadav, S., 2017). If the quality of labor in MSMEs is low, they will face difficulties in accessing markets broadly, such as difficulties keeping up with technological developments (Asad et al., 2020).

Table 1 Small Business Growth In Makassar City.

No	Year	Growth
1.	2019	5,387
2.	2020	5,387
3.	2021	6,120
4.	2022	18,815

Data source: Makassar City Office of Cooperatives and SMEs, 2023

According to the records of the Makassar City Office of Cooperatives and UMKM in 2023, there are three sub-districts that have experienced the most significant increase in the number of MSMEs among other sub-districts. Tamalate District, Manggala District, and Biringkanaya District are the three districts with the highest number of MSMEs. With this significant number, it can be proven that the role of MSMEs is very important in economic growth in Makassar City (Chienwattanasook, K., & Jermsitiparsert., 2019).

II. METHOD
This research is a descriptive research with a quantitative approach(Syahrum & Salim, 2012). Meanwhile, descriptive data analysis is data analysis by describing or explaining the acquisition of research results. The population is Culinary SMEs located in Makassar City. In this study, researchers will identify and describe a problem, without explaining the causes and consequences. The instruments can be seen in the table below.

Table 2 ResearchVariables and Indicators

Variable	Indicator		Measurement Scale
Digital Advertising (X1) (Mendari& Kewal,2013)	1. 2. 3.	Message Mission Media	Likert
Product Differentiation (X2) (Sugiharto& Maula, 2019)	1. 2. 3. Quality 4. 5. 6. 7.	Shape Features 3.Performanc Conformity Style Reliability Design	Likert
Product Image (X3) (Siregar, 2018)	1. 2. 3.	Identity Personality Association	Likert

Small Business Expansion (Y) (Corrales-Estrada et al., 2021)	1. Market Aspect Likert (Sales Growth) 2. TechnicalAspect (Productio Growth) 3. Management Aspect (Revenue Growth) 4. Economic Aspect (Profit Growth)

Data source: Makassar City Office of SMEs, 2023

To collect data using a questionnaire, which is a way to collect information by providing a series of written statements regarding the data needed in research to respondents (Sugiyono, 2016). The validity test was used in this study to test the validity of the data. The method is to evaluate the data under study. The reliability test is used to measure the same object. Then tested the research hypothesis which consists of determining the level of significance. In addition, multiple linear regression analysis tests were also used to test the magnitude of the influence of each variable (Sugiyono, 2016). The classical assumption test is also used in this research to determine the effect of each variable.

III. RESULTS & DISCUSSION

The validity check is carried out to check whether the responses from the respondents are appropriate and ready to be processed or not through a data validity test which is shown in the table 3.

Table 3.Validity Test Results

No.	Variable	r-count	r- table	information
		0,444	0,201	Valid
		0,431	0,201	Valid
		0,366	0,201	Valid
		0,318	0,201	Valid
		0,322	0,201	Valid
		0,502	0,201	Valid
		0,327	0,201	Valid
1	Digital Advertesing	0,438	0,201	Valid
		0,260	0,201	Valid
		0,407	0,201	Valid
		0,571	0,201	Valid
		0,358	0,201	Valid
		0,426	0,201	Valid
		0,371	0,201	Valid
		0,221	0,201	Valid
		0,304	0,201	Valid
		0,307	0,201	Valid
		0,219	0,201	Valid
		0,282	0,201	Valid
		0,256	0,201	Valid
		0,220	0,201	Valid
		0,231	0,201	Valid
2	Product Differentiation	0,352	0,201	Valid
		0,211	0,201	Valid
		0,267	0,201	Valid
		0,505	0,201	Valid
		0,254	0,201	Valid
		0,410	0,201	Valid
		0,504	0,201	Valid
		0,247	0,201	Valid
3	Product Image	0,448	0,201	Valid

		0,407	0,201	Valid
		0,289	0,201	Valid
		0,245	0,201	Valid
		0,208	0,201	Valid
		0.364	0,201	Valid
		0,308	0,201	Valid
		0,391	0,201	Valid
		0,234	0,201	Valid
		0,282	0,201	Valid
		0,517	0,201	Valid
		0,347	0,201	Valid
		0,347	0,201	Valid
		0,491	0,201	Valid
		0,246	0,201	Valid
		0,330	0,201	Valid
		0,310	0,201	Valid
		0,201	0,201	Valid
		0,268	0,201	Valid
		0,326	0,201	Valid
		0,286	0,201	Valid
		0,283	0,201	Valid
4	Small Business Expansion	0,262	0,201	Valid
		0,235	0,201	Valid
		0,298	0,201	Valid
		0,564	0,201	Valid
		0,337	0,201	Valid
		0,392	0,201	Valid
		0,306	0,201	Valid
		0,224	0,201	Valid

Source: SPSS 2023

The table illustrates that the validity of the instruments listed above can be considered valid and can be used in testing or proving hypotheses because the value of R count > R table, which is 0.201. Therefore, the instruments used can be considered accurate and well measurable. In addition to the Validity Test, the instrument also needs to be tested with a Reliability Test to see whether the data is consistent or reliable to proceed to the next calculation. The results of the reliability test are:

Tabel 4 Reability Test Results

No.	Variable	Cronbach Alpha	Information
1	Digital Advertesing (X1)	0,678	Reliable
2	Produk Differentiation (X2)	0,611	Reliable
3	Product Image (X3)	0,649	Reliable
4	Small Business Expansion (Y)	0,616	Reliable

Source: SPSS 2023

Based on the variable reliability testing table listed, it can be relied upon because it has a number > 0.6. So, all the variables can be used in research.

DESCRIPTIVE ANALYSIS

Descriptive analysis provides an explanation or interpretation of the study results obtained, which includes a description of each variable. The study instrument used was a questionnaire given to 96 study respondents. The questionnaire consists of 60 questions, where from each variable there are 15 statements.

Table 5.Results of Descriptive Analysis

	N	Min	Max	Mean	Std. Deviation
Digital Advertesing	96	55	72	64,73	3,978
Product Differentiation	96	53	70	62,82	3,636
Product Image	96	54	72	64,04	3,716
Small Business Expansion	96	52	70	63,10	3,663
Valid N (listwise)	96				

Source: SPSS 2023

Based on the results of the descriptive analysis of the digital advertising variable, it has a value of 64.73 and a score percentage of 86.30%, this indicates that the effect of digital advertising on media indicators includes internet usage which makes advertisements spread faster. The message indicator in the advertisement about the message conveyed is in the very good category because it has a score percentage between 80-100%.

The product differentiation variable have an average value of 62.82 with a score percentage of 83.76%. This shows that product differentiation includes features with indicators that include products/businesses run with the latest innovations that fall into the very good category. The product image variable has an average value of 64.04 with a score percentage of 85.38%. This shows that knowledge about identity with indicators that include easily recognizable product/business identities that make customers interested in buying is in the very good category.

The expansion of small businesses variable has an average value of 63.10 with a score percentage of 84.13%. This shows that the market aspect in the indicator includes the wider the marketing reach, the higher the business performance, the better sales/marketing techniques can increase sales, make a budget that aims to find out how much income and expenses are and is able to serve market demand. to develop the business, fall into the very good category.

CLASSIC ASSUMTION TEST

Tests for normality, multicollinearity, and heteroscedasticity are part of the classic assumption test. The results of the research from the normality test are explained that the regression variable has a significance level of 0.296 > 0.05, meaning that this variable is normally distributed.

Table 6.Multicolinearity Test Results

No.	Relationship Between	Tolerance	VIF
1.	X1 to Y	0,158	6,329
2.	X2 to Y	0,164	6,097
3.	X3 to Y	0,117	8,523

Source: SPSS 2023

The data above shows that the VIF value for each variable is less than 10 so that the conclusion is that multicollinearity does not occur. To test heteroscedasticity, a scatter plot analysis was carried out which can be seen in the figure below:

Picture 1. Scatterplot

The picture above shows that the points are scattered below and above on the y-axis and do not form a pattern, so it can be concluded that this data does not show any symptoms of heteroscedasticity.

HYPOTHESIS TESTING
The hypothesis test consists of multiple linear analysis tests, partial significance tests, simultaneous significance tests, and coefficient of determination tests. For the results of multiple linear analysis can be seen in the table below:

Table 7. Results of Multiple Linear Regression Analysis

MODELU.Coefficients		S.C	T	Sig.		
B	Std. Error	Beta			Tolerance	VIF
Constant 1,482	2,008		,738	,462		
Digital Advertising ,218	,072	,237	3,044	,003	,158	6,329
Product Differentiation ,487	,077	,483	6,319	,000	,164	6,097
Product Image ,264	,089	,268	2,963	,004	,117	8,523

Source: SPSS 2023

Based on the regression model equation used, then from the table above, it is obtained: Y = 1.428 + 0.218 X1 + 0.487 X2 + 0.264 X3. Then the form of the description is: 1) The constant value shows the number 1.482, which means that if the variable digital advertising, product differentiation, product image is zero, then the MSME development level will be worth 1.482, 2) The regression coefficient value contained in digital advertising is 0.218, meaning that if there is an increase in digital advertising once, then the MSME development rate will increase by 0.218 provided that other variables are of a fixed value, 3) The value of the regression coefficient contained in product differentiation is 0.487, meaning that if there is an increase of one time, the MSME development rate will increase by 0.487 provided that other variables are of a fixed value, dan 4) The regression coefficient value contained in the product image is 0.264, meaning that if there is a one-time increase in the variable, then the MSME development level will increase by 0.264 provided that other variables have a fixed value.

Partial Significance Test with the aim of finding out how much partial influence the independent variables have on the dependent variable. The results are explained in the table below:

Table 8 Partial Test

Model	T	Sig.
Constant	,738	0,462
Digital Advertesing	3,044	0,003
Product Differentiation	6,319	0,000
Product Image	2,963	0,004

Source: SPSS 2023

Based on the partial test table or t test above, it can be explained that the digital advertising variable with a significance value of 0.003 <0.05 and it is stated that H1 is accepted, it can be concluded that digital advertising has a significant effect on the expansion of small businesses. The next variable is product differentiation with a significance value of 0.000 <0.05 and it is stated that H1 is accepted, it can be concluded that product differentiation has a significant influence on the expansion of small businesses. Next is the product image variable with a significance value of 0.004 <0.05 and it is stated that H1 is accepted, it can be concluded that product image has a significant impact on the expansion of culinary small businesses in the city of Makassar. Simultaneous Significance Test (F Test) is used to test how much influence simultaneously from the independent variable to the dependent variable. The results of the simultaneous test (F-Test) can be seen in the table below.

Table 9 Simultaneous Test

M		So S	df	M S	F	Sig.
1	Regressi	1162,504	3	387,501	317,017	,000[b]
	Residu	112,455	92	1,222		
	Total	1274,958	95			

Source: SPSS 2023

Based on the simultaneous test table (F-Test) using SPSS above, indicating F is worth 317.017 with a significance of 0.000, this indicates a significance value of <0.05. Therefore, H0 is rejected and H1 is accepted. So the conclusion obtained is that digital advertising, product differentiation and product image simultaneously or together have a significant influence on the expansion of small businesses.

THE EFFECT OF DIGITAL ADVERSING ON SMALL BUSINESS EXPANSION.

Based on the results obtained from previous tests, the conclusion is that digital advertising has a positive (+) effect on small business expansion. According to Kwabena, G. Y et al., (2019)there is a positive effect of digital advertising on the expansion of small businesses which is supported by the statement of Chen, S. C., & Lin, C. P., (2019)that digital advertising is the use of media that is used to assist activities marketing in entrepreneurship. This means that by implementing digital advertising, small culinary entrepreneurs in the city of Makassar can develop their business. However, according to Verhoef, P.C.,& Bijmolt, T.

H. A., (2019) digital advertising alone does not always ensure a strong commitment in small business expansion. Zhu, Y., & Chen, H., (2015)added that by adding that understanding the criteria for small businesses and the dimensions of digital advertising can provide a basis for understanding what is needed in the expansion of culinary small businesses in the city of Makassar.

EFFECT OF PRODUCT DIFFERENTATION ON SMALL BUSINESS EXPANSION.

Based on the results obtained by Anthony, A. A., (2018)the conclusion is that product differentiation has a positive (+) influence on the expansion of culinary small businesses in the city of Makassar. Compatibility in entrepreneurship is very important because it can help ensure that the business will continue to run with better developments to achieve its goals, despite facing challenges and difficulties. Features are also able to provide encouragement to keep innovating in business (Pardi, S., Suyadi, I., & Arifin, Z., 2014). According toNurlina, et al., (2013) consumer satisfaction is achieved when a given product meets

or even exceeds their expectations from competing products.

EFFECT OF PRODUCT IMAGE ON SMALL BUSINESS EXPANSION.

Based on the results obtained from the previous test, the conclusion is that product image has a positive (+) effect on small business expansion(Romadhona, et al., 2018). According to Sopanah, et al., (2018)there is a positive effect of product image on small business expansion which is supported by the statement of Wang, Y., & Tsai, C., (2013)that product image is an interpretation of the overall image formed by experience and information from customers related to a product. When consumers make a purchase of a particular product, they have specific motivations, such as satisfaction with the quality and service provided by the company's image (Ilham, A. W., Sri, H., & Unang, T. H., 2020). This means that by applying product image, small business actors in the Makassar city can develop their business(Michalowska, M et al., 2015)

IV. CONCLUSION

Based on research on the effect of digital advertising, product differentiation and product image on the expansion of small businesses in the culinary field in the city of Makassar, it can be concluded that: 1) Description of digital advertising is the use of media used to assist marketing activities in entrepreneurship. Differentiation is a business carried out by a company in order to provide added value and a different appearance among the public. In addition, product image is the view and understanding of consumers about the brand of a product that they see, think or imagine. 2) Digital advertising, product differentiation and product image partially have a positive and significant effect on small business expansion, 3) Digital advertising, product differentiation and product image simultaneously have an effect on small business expansion.

V. SUGGESTION

The researcher's suggestion is that it is hoped that small business actors in Makassar City, especially in the culinary field, will take advantage of digital advertising, carry out product differentiation, and improve product image to expand their

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