

ABSTRACT

THE EFFECT OF INNOVATION AND DEVELOPMENT OF SMES THROUGH OPTIMIZATION OF MARKETING MEDIA TECHNOLOGY UTILIZATION (A Case Study on Coffee SMEs in The City of Bandar Lampung)

**By: Habibulloh
Siregar**

The trend of digitalization utilization in SMEs in Indonesia has been increasing in recent years, however, the province of Lampung itself experienced a decrease of 3.49 points in 2022, indicating the need for innovation and development in technology utilization. This phenomenon not only reflects the limited knowledge and capabilities of Coffee SMEs in utilizing marketing technology but also creates barriers to improving their marketing performance. From the description above, it can be understood that the utilization of technology in marketing media by Coffee SMEs is still low, limited knowledge and capabilities of Coffee SMEs in utilizing marketing technology widely, and the lack of understanding of Coffee SMEs regarding effective ways to market products digitally. The purpose of this study was to explain how to utilize marketing technology that can improve marketing performance (performance expectancy) and facilitate marketing (effort expectancy) and how the effect of technology utilization in marketing media on marketing performance (performance expectancy) and ease of marketing (effort expectancy) on Coffee SMEs in the city of Bandar Lampung. The sample used was 52 Coffee SMEs in the city of Bandar Lampung. The research stages began with literature study, compiling conceptual frameworks, and quantitative data analysis. The result showed that marketing performance and ease were influenced by technology utilization, with positive effects, the higher the utilization of marketing media technology, the higher the marketing performance and ease obtained by Coffee SMEs in the city of Bandar Lampung with a coefficient of determination (R Square) of 0.730. This indicated that around 73% of the variation in marketing performance was explained by marketing technology utilization. The calculated F value was 135.087 and the T value was 1.623 with a significance of 0.000, confirming that there was a very significant effect of marketing technology utilization on the marketing performance of coffee SMEs. Then the coefficient of determination (R Square) was 0.690. This indicated that around 69% of the variation in ease of marketing was explained by marketing technology utilization. The calculated F value was 111.433 and the T value was 10.556 with a significance of 0.000, confirming that there was a very significant effect of marketing technology on the ease of marketing of coffee SMEs.

Keywords: Technology Utilization, Marketing Media, Marketing Performance, Ease of Marketing, Coffee SMEs