

The Influence of E-Marketing on MSME Business Performance in the Culinary Sector and Impact on Customer Loyalty Post the Covid-19 Pandemic in Garut Regency

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Abstract – This research aims to analyze the influence of e-marketing on the business performance of Micro, Small and Medium Enterprises (MSMEs) in the culinary sector and its impact on customer loyalty after the COVID-19 pandemic. This type of research is quantitative research with a descriptive approach. The sample used in this research was 100 MSME entrepreneurs in the culinary sector in Garut Regency. Using the Structural Equation Modeling (SEM) method with the help of SmartPLS was used to analyze data from respondents consisting of culinary MSME owners in certain areas. Data obtained through questionnaires are processed and analyzed to test the validity and reliability of the construct, as well as test the proposed hypothesis. The aim of this research is to examine the influence of e-marketing on business performance and its impact on customer loyalty. This research is intended to determine the influence of e-marketing on business performance and the influence of e-marketing on customer loyalty using research that has been conducted previously. The analysis used in this research is the outer model test, inner model test and hypothesis test. The results of this research state that the e-marketing variable has an influence on business performance of 68.8%, which shows that the influence exerted is strong enough to be statistically significant. Then there is the e-marketing variable which has an influence of 68.9% on the customer loyalty variable, which means that the influence exerted is strong enough to be statistically significant. These three variables have a positive influence and are considered capable of influencing e-marketing.

Keywords: E-Marketing, business performance, customer loyalty, MSMEs, post-COVID-19 pandemic.

I. INTRODUCTION

Along with advances in technology and the internet, e-marketing has become a marketing strategy that is increasingly popular among companies, including MSMEs. E-marketing allows MSMEs to expand their market reach and introduce products more easily, while reducing promotional costs. However, with the emergence of the COVID-19 pandemic, MSMEs in the culinary sector are facing new challenges in maintaining their business performance. Social and operational restrictions have led to decreased revenue and decreased customer loyalty. The existence of a fair distribution of income and strong employment prospects are indicators of a country's economic success. Micro, Small and Medium Enterprises (MSMEs), as pillars of economic growth, are the basis for Indonesia's economic success[1].

There are many factors that can influence improving the financial performance of a business. Managing a business involves a variety of different factors, including capital. However, not all capital required is physical. Social capital also has a significant impact on the economy. The more social capital you have, the better the company's performance. Apart from social capital, innovation also plays an important role in driving company growth. To keep the wheels of business turning, it is

necessary to create fresh ideas through innovation. Innovation can take the form of a product, process, market, or organization. The aim of this research is to understand the impact of E-marketing on MSME business performance[2]. However, a surprising event occurred in 2020 that shook the world and changed almost all aspects of life, including regional and global economic systems. Since March 2020, the Covid-19 outbreak has had an impact on the world's health and economic crisis. In this regard, each country needs to implement different mitigation strategies, collaborate, and apply technology to stop the spread of Covid-19, stop the economic crisis, and how to accelerate economic recovery by utilizing rapidly developing information technology.

The government has released a number of health and economic strategies to reduce the impact of Covid-19 from 2020 to 2022. The Large-Scale Social Restrictions (PSBB) policy was implemented in the health sector through PP No. 21 of 2020, with the aim of limiting the mobility of people and products and forcing many individuals to stay at home. After implementing this policy, the policy was reduced in the form of restrictions on community activities (PPKM). The impacts of this policy include sluggish economic growth, many layoffs, people's reluctance to do



activities outside the home, and of course the negative impact on people's purchasing power.[3].

Facing the impact of the Covid-19 pandemic, MSMEs have become one of the pillars of the Indonesian economy. Before the pandemic, MSMEs relied on selling goods that required direct interaction between sellers and buyers. However, the current situation has changed everything, where such interactions are no longer possible, which has a significant impact on buying and selling operations. As a result, sales turnover experienced a significant decline, and some even faced the risk of bankruptcy[4]. The Covid-19 pandemic has driven changes in consumer behavior, shifting to online shopping. Business people, including MSMEs, must follow these developments and adapt to society's trend towards online purchasing which is a change in customer behavior patterns. One strategy that is being tried by MSME business players is selling goods through e-marketing. E-marketing is a product marketing technique that uses the internet or electronic platforms. With an internet connection, e-marketing users can easily access information about the goods being sold whenever and wherever they are[4].

The Indonesian government has attempted to overcome the problem of unemployment and poverty by supporting micro, small and medium enterprises (MSMEs). However, in reality, the majority of MSMEs in Indonesia face similar problems, one of which is a lack of knowledge in the field of marketing. This is caused by limited access to data available for MSMEs, lack of market penetration, and minimal understanding of marketing through E-Marketing. Currently, MSMEs in Indonesia are facing greater challenges with the emergence of the Covid-19 pandemic and the increase and emergence of new MSMEs. MSMEs have a very important role in contributing to the fact that MSMEs must be even better than before[5].

The sustainability of MSMEs has become an important factor in maintaining their survival amidst economic conditions that are not always favorable. This is due to the limited connection of MSMEs with the financial sector, both locally and internationally, which has protected them from the impact of the financial crisis in 1998. Marketing of MSME products or services is still limited to traditional methods, such as face-to-face sales or direct interaction between sellers and customer. However, a significant concern for MSME players currently is the impact of the Covid-19 pandemic[6]. In this situation, the government's appeal to implement health norms, such as maintaining

social distance, starting mid-March 2020, has had an impact on the focus of absorption of MSME products. Therefore, a unique strategy is needed so that the MSME sector remains the main driver of the nation's economy, even in the emergency conditions of the Covid-19 pandemic. One way to maintain resilience in economic activities is to sell online via e-marketing. In addition, it is also important to comply with health protocols and regulations set to stop the spread of infectious diseases[7]. In facing this situation, as entrepreneurs, it is important for us to follow technological developments and not be left behind in taking steps forward. One of the business trends that is currently developing is online business. The ability to introduce and market goods and services via the internet is a significant advantage. From a financial perspective, online marketing has great potential to increase company revenue. The Indonesian government is also trying to overcome the issue of poverty by empowering and developing MSMEs. However, the reality on the ground shows that the majority of MSMEs in Indonesia face the same challenges, including a lack of knowledge in the field of marketing. This is due to the limited solutions available to MSMEs in dealing with market-related problems. Components that have always existed in the world of marketing, such as customers, competitors and the business itself, remain relevant in every debate in the field of marketing[8].

MSMEs have a very important role for Indonesia. This is because MSMEs, which is an abbreviation for micro, small and medium enterprises, have high productivity and provide many jobs, which helps reduce the unemployment rate and increase per capita income. According to data collected by P2E LIPI, around 27% of MSMEs operating in the food and beverage sector experienced a decline due to the decline in tourism. The impact on small businesses in the culinary and beverage sector reached 1.77%, while on medium businesses it reached 0.07%. Household consumption also experienced adjustments of 0.5% to 0.8% simultaneously. The direct impact of COVID-19 on MSMEs can be observed both in terms of supply and demand. In terms of supply, the pandemic has caused a labor shortage in a number of MSMEs. This is due to difficulties in maintaining employee health and also difficulties in meeting social norms that make people reluctant to accept temporary work. In terms of demand, the decline in demand for goods and services has an impact on MSMEs because they have difficulty running their businesses effectively, which in turn makes it difficult for people to generate income. In



addition, because MSMEs are unable to pay workers' wages, this results in unilateral layoffs which then increase the number of unemployed (Priyanto et al., 2020).

One industrial sector that never stops and always survives is the food and beverage industry in the MSME sector. Every region and location has a food and beverage business because people from various socio-economic and age groups need food and drink every day, both on a large and small scale. However, the ongoing Covid-19 outbreak has presented its own challenges for the development of the culinary and beverage industry. Restrictions on community activities during the pandemic have had an impact on income, especially decreasing business turnover, which has resulted in several MSMEs having to close or go out of business. However, in various commercial sectors, the food and beverage industry has shown its best resilience in facing this outbreak. Business owners are taking advantage of this opportunity by selling food online, eliminating the need for customers to go outside. Instead, customers can order and select food via an app on their cellphone, then wait for the food to be delivered to the desired address [10].

If MSMEs do not improve their marketing strategies to increase sales, they will face financial risks. Therefore, MSMEs need to face various alternative media that promise to utilize them as marketing tools. One potential that can be exploited is information technology. In the current development of information technology, humans are no longer limited by distance, geography and time. The internet, made possible by information technology, offers various advantages for MSMEs in expanding their product promotions. The advantages of the internet also include wider business collaboration opportunities for MSMEs. Social media is one of the internet technologies that is developing rapidly and has the ability to support MSME marketing. In addition, social media has become one of the most widely used promotional tools, and more and more social media users are selling or doing business. Social media has the potential to connect many people in a practical and free way [11].

Technological advances encourage people to achieve faster and more beneficial results. The telecommunications industry is experiencing significant development. With advances in telecommunications, humans can now communicate with each other without boundaries or limitations, including distance. One of the rapid developments in communication technology is the internet. The internet

has several importance and benefits in facilitating convenient communication. The revolution in communications and information technology continues to evolve, and this has changed the way individuals conduct business today. The digital era can be a turning point for all types of human endeavors, including commercial ventures. People need to have a good understanding of technology so that micro business actors who are hampered by a lack of understanding of digital marketing and electronic commerce can utilize the internet and social media as platforms to run their businesses. Therefore, micro business actors need to take part in relevant training activities [12].

The marketing digitalization strategy aims to promote and market the products or services owned by the business owner. In marketing digitalization, it is important to have a large and enthusiastic follower base for the products or services offered. Everyone needs good service, because service and human life are interrelated. In this case, online media and marketplace platforms are very beneficial for both business actors and consumers. Online media and marketplaces enable time and cost savings, expand marketing reach, provide better control over marketing efforts, and enable competition in the global market. Online media and marketplaces are resources and platforms that help provide people with access to services that enable them to interact with each other through the powerful medium of the internet. Social media can transform and disseminate information, allowing users to find, read, connect, and share information with one another. With the development of internet interaction and communication access that connects humans, social activities and business activities, opportunities to participate in marketing and trade activities have become wider and more open. [13].

There are several methods for promoting online, one of which is through paid advertising on social media and endorsements with celebrity programs to increase sales and increase product popularity. This method has proven effective in reaching a wider audience and speeding up the process of introducing the product to many people. However, it is also important to look at previous research as a basis for developing promotional strategies. By referring to previous research, we can gain insight and a better understanding of strategies that have been successful and factors that need to be considered in online promotions. Continuous research and development of previous research can help in increasing the effectiveness of promotional campaigns and achieving



desired results. In previous research it was known that "The Role of Business Collaboration and Digital Marketing on MSME Business Performance during the Covid-19 Pandemic." The results of this research show that the magnitude of the direct influence of digital marketing variables on business performance variables is 0.23. Meanwhile, the indirect influence is actually greater than the direct influence with a value of 0.50. This shows that the business collaboration variable is a good intervening variable between digital marketing variables and MSME business performance. This is possible because in the Industry 4.0 Era and during the Covid-19 pandemic, every business actor must be able to increase the role of technological advances, especially to develop marketing strategies. Likewise, every MSME player must be open to building business collaborations/partnerships in order to improve their bargaining position, maintain and even improve their performance in order to survive during the Covid-19 pandemic, and be able to develop in the future. So it can be said that collaboration/business partnerships are an inevitability that needs to be carried out by MSME players.[3].

Customer loyalty is a very important aspect for companies and needs to be given focus in efforts to build and maintain good relationships. This is because consumers currently have the ease of switching from one product brand to another[14]. In business or business, the main goal is to increase profits, product quality, sales targets and customer loyalty. The culinary industry is experiencing rapid development and competitive business competition. The emergence of new competitors can be a threat to companies, especially after the impact of the COVID-19 pandemic which has an impact on business performance and customer loyalty. MSMEs are an important part of national scale businesses in Indonesia, and many people run MSME businesses, including in the culinary sector. The culinary sector is a daily consumption need for the community, and businesses in this sector have high profit potential, although the results can vary depending on the type of culinary offered. Many people choose to open their own business with special knowledge and skills, rather than working for someone else. Currently, in Indonesia there are various MSMEs that have developed and become an alternative balance to the economy in this country. In this context, it is important for culinary MSMEs to continue to innovate, maintain product quality and build customer loyalty. They need to keep up with developments in consumer trends and needs, and utilize effective marketing strategies to gain a

larger market share and maintain loyal customers[15]. In previous research it was known that "The Influence of Online Marketing and E-Service Quality on Customer Loyalty at Yoya Outfit Malang Online Shop" The results of this research state that online marketing has a positive and significant effect on customer loyalty. This result is proven by the t test results which show that the significant value of the online marketing variable is $0.029 > 0.05$. Therefore it can be said that the first hypothesis (H1) is accepted. This shows that online marketing has an impact on customer loyalty. Purchasing Yoya Outfit products that are easily accessed online has an impact on increasing the number of online repurchases by customers. Transactions purchasing Yoya Outfit products online have an impact on increasing sales of Yoya Outfit products. Yoya Outfit online media always includes product information so that it has an impact on the increasing number of purchases of various types of different Yoya Outfit products. The more appropriate the product advertising delivered by Yoya Outfit that is carried out online has an impact on increasing consumers' sense of trust in Yoya Outfit products, thereby encouraging consumers to refer Yoya Outfit products to other people.[16].

In facing challenges and improving the performance of MSMEs, the parties involved must develop and implement the best plans, both now and in the future. MSMEs have been commercial pillars that have been able to survive economic downturns throughout Indonesian history. However, to develop and improve the performance of MSMEs as a whole, a comprehensive plan is needed. MSMEs often face obstacles and difficulties in expanding and improving the people's economy, including access to finance, human resources, technology (especially information technology), and markets. Every MSME player must be able to use the right strategy to survive and compete, especially amidst social pressure due to the COVID-19 pandemic and the rapid progress of information technology in Era 4.0. In this new era, digital marketing or e-marketing is becoming increasingly important. Marketing in Era 4.0 must take advantage of advances in information technology, not just rely on traditional strategies. Therefore, research on the influence of e-marketing on the business performance of MSMEs in the culinary sector and its impact on customer loyalty after COVID-19 is very important. This research can help MSMEs optimize the use of e-marketing to improve business performance and rebuild customer loyalty after the COVID-19 pandemic. This research can also provide insight into



effective e-marketing strategies for MSMEs in the culinary sector and help them adapt their businesses to post-COVID-19 conditions. Thus, this research can make an important contribution to the development and growth of MSMEs and the people's economy as a whole[3].

Garut Regency is known as one of the producers of MSMEs in West Java, especially in the food industry. Spicy food is one of the most popular culinary delights. Seblak is a traditional food that is quite popular among the people of West Java, this can be seen from the popularity of this food among the people. This is one of the most famous spicy foods in West Java. This typical Sundanese snack is made from aci (flour), and is usually produced with a spicy taste[7]. To maintain competitive advantage and continue to exist in the culinary business environment, business actors need to use strategies that are relevant to developments in the conditions of their business environment[17]. Company performance can be measured from service quality, service productivity and profitability. As a result, aspects of a company's business performance include marketing, human resources, and the company's financial performance. Company performance measurement is used to determine company results over a certain period of time[18].

Understanding market orientation is an important strategy in analyzing the market. This involves a deep understanding of competitors, customers, and overall market conditions. By understanding market orientation, companies can identify their competitors, understand customer needs, and recognize factors that influence the market. To conduct effective market analysis, companies can identify competitors, conduct market research, and use analytical tools such as SWOT analysis or Porter's Five Forces analysis. By understanding market orientation, companies can develop appropriate marketing strategies and better meet customer needs[17]. Many businesses today adopt e-marketing as a primary means to achieve various goals, such as increasing value chain efficiency, reducing costs, obtaining positive word-of-mouth recommendations, increasing the number of customers, and increasing competitive advantage. This research also has the potential to provide insight into effective e-marketing strategies for MSMEs in the culinary sector, and help them adapt their businesses to post-COVID-19 conditions. By understanding the right e-marketing strategy, MSMEs in the culinary sector can increase their competitiveness in the market and optimize the use of

digital technology to achieve business success in the changing situation caused by the pandemic[19].

According to the researcher's background, this is the result of pre-research where the existence of MSMEs plays a very important role in absorbing labor, even though the conditions of the Covid-19 pandemic are full of difficulties forcing MSMEs to adapt. to deal with it, especially in the marketing sector, so that the business continues to run. In this regard, it is necessary to understand how the communication strategy and performance of MSME businesses can be improved by utilizing internet networks and e-marketing for MSME business actors in Garut Regency. Researchers are interested in choosing a research title based on the background of the problem above and studies from various journals, namely: THE INFLUENCE OF E-MARKETING ON UMKM BUSINESS PERFORMANCE IN THE CULINARY FIELD AND ITS IMPACT ON CUSTOMER LOYALTY POST COVID-19 PANDEMIC IN GARUT DISTRICT.

II. LITERATURE REVIEW

Business Performance

Business performance refers to a company's ability to achieve the desired goals and results in various aspects of business, such as finance, operations, marketing, etc. Business performance can be measured through certain indicators or parameters, such as revenue, net profit, operational efficiency, customer satisfaction, and so on[20].

Business performance involves various aspects such as finance, operations, markets, and responsibility to shareholders. Company performance can be measured through indicators that reflect the goals and desired results. Accounting or financial data is often used in performance measurement, but it is also necessary to pay attention to non-financial performance and the company's future potential.

Customer loyalty

Customer loyalty refers to a customer's loyalty to a product, brand, or business. The level of customer loyalty is often measured through the frequency of repurchase or repeated use of the same product or service from a business or brand within a certain time period. By retaining customers and building loyalty, companies can experience long-term benefits compared to having customers who frequently switch or are disloyal. This is due to the fact that the costs of attracting new customers are much higher, even up to five times greater than the costs of retaining existing customers.[15].



Customer loyalty is the main focus for companies because consumers tend to switch between product brands. To maintain the loyalty of their clients, marketers must develop and maintain strong relationships with them. Therefore, customer loyalty refers to a customer's loyalty to a particular item, brand, or company. The level of loyalty can be measured based on how often customers make purchases or use products/services from the business or brand within a certain time period.

E-Marketing

According to Kotler and Armstrong, electronic marketing (e-marketing) is a type of business where companies market their products and services and build relationships with consumers via the internet online.[21]. E-Marketing is a marketing component in the realm of e-commerce, which involves companies using the internet to communicate, promote and sell goods and services[22]. E-marketing is a business strategy that utilizes the internet as a means to inform, communicate, promote and sell products or services to buyers(Priyanto et al., 2020),

III. RESEARCH METHODS

The research data that will be used is quantitative research, or research in the form of numbers and assessed statistically[23]. Quantitative research is a hypothesis testing approach that involves analyzing measurable variables using measurement methods and then interpreting the results using statistical procedures. E-marketing will be tested or analyzed in this research as a factor that influences or influences MSME sales levels. Does it impact SME sales? Because this measurement will be expressed numerically, quantitative research is the most appropriate method to use.

A research plan that acts as a direction for conducting research is known as research design. The goal of research design is to provide researchers with precise and well-organized instructions for conducting their investigations. This research adopts a descriptive methodology with quantitative research. Stated by[24]. Without needing to draw generalizations, this style of data analysis requires reporting or characterizing the data collected as it is. The margin of error for this research is 10%, with a confidence level of 95%.

The subjects of this research are business actors in the MSME culinary sector who have used online applications to sell culinary foods in Garut Regency. Culinary Micro, Small and Medium Enterprises (MSMEs) in Garut Regency and customers who often or have purchased MSME food or cooking online are

the population for this research. Garut Regency has 125,192 culinary micro, small and medium enterprises (MSMEs). Meanwhile, the minimum sample in this research is 100 respondents. Data collection uses questionnaires and literature studies. Meanwhile, the data used in this research is primary and secondary data. Data management in this research uses smartPLS SEM (Partial Least Square-Structural Equation Modeling) software. PLSAbility to explain relationships between variables and ability to carry out analyzes in one test.

IV. RESULTS AND DISCUSSION

The tool used in the form of SmartPLS 3.3 is the structural model in this research:

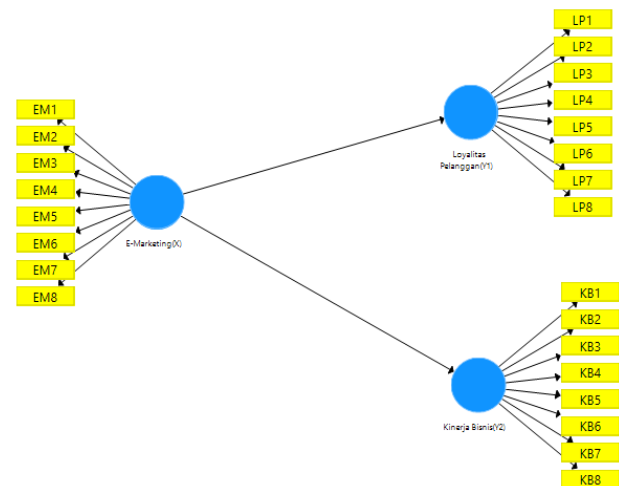


Figure 1. Results of algorithm analysis
Convergent Validity

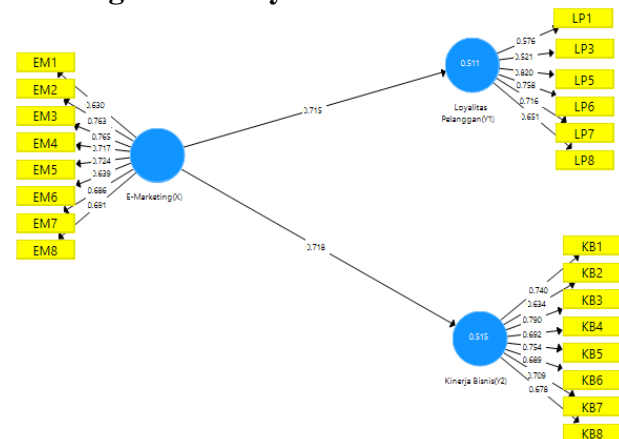


Figure 2. Outer Loading after re-estimation

Source: (Smart PLS, 2023)

From the picture This shows that there are several indicators that were removed because the factor loading value was below 0.5, namely 2 indicators from the total construct, namely item codes LP2 and LP4. The following are the results of the loading factor

values after re-estimating all e-marketing constructs, customer loyalty and business performance.

Table 1. Loading Factor Values for all constructs

Item Code	E- marketing	Custome r loyalty	Business Performanc e	Informatio n
EM1	0.630			Valid
EM2	0.763			Valid
EM3	0.765			Valid
EM4	0.717			Valid
EM5	0.724			Valid
EM6	0.639			Valid
EM7	0.686			Valid
EM8	0.691			Valid
KB1		0.740		Valid
KB2		0.634		Valid
KB3		0.790		Valid
KB4		0.692		Valid
KB5		0.754		Valid
KB6		0.689		Valid
KB7		0.709		Valid
KB8		0.678		Valid
LP1			0.576	Valid
LP3			0.521	Valid
LP5			0.820	Valid
LP6			0.758	Valid
LP7			0.716	Valid
LP8			0.651	Valid

Source: (Smart PLS, 2023)

Based on the results of re-estimating the loading factor values in table 1, the values produced by the item codes for all constructs including e-marketing, business performance and customer loyalty have met the criteria values, namely above 0.5, thus it can be concluded that all constructs are declared valid.

Discriminant Validity

At this stage there are two value criteria that will be evaluated, namely the Fornell Larcker Criterion value and the cross value, which are as follows:

Table 2. Fornell-Larcker criteria

	E- Marketing(X)	Business Performan ce (Y2)	Custome r Loyalty (Y1)
E- Marketing(X)	0.704		

Business Performance(Y 2)	0.718	0.712	
Customer Loyalty(Y1)	0.715	0.692	0.681

Source: (Smart PLS, 2023)

Based on table2 it can be concluded that the root ave value of the e-marketing variable is 0.704, the business performance variable is 0.712 and the customer loyalty variable is 0.681 greater than the latent correlation. Based on the Fornell Larcker criteria, an indicator can be declared valid if the root ave value is greater than the inter-latent correlation. This means that the indicators of these three variables have met discriminant validity.

Table 3.Discriminant Validity

Code	E-Marketing (X)	Business Performance (Y2)	Customer loyalty (Y1)
EM1	0.630	0.522	0.370
EM2	0.763	0.578	0.557
EM3	0.765	0.535	0.610
EM4	0.717	0.451	0.493
EM5	0.724	0.483	0.457
EM6	0.639	0.488	0.443
EM7	0.686	0.525	0.529
EM8	0.691	0.446	0.530
KB1	0.515	0.740	0.508
KB2	0.500	0.634	0.547
KB3	0.563	0.790	0.495
KB4	0.522	0.692	0.593
KB5	0.545	0.754	0.558
KB6	0.425	0.689	0.341
KB7	0.564	0.709	0.416
KB8	0.416	0.678	0.466
LP1	0.435	0.509	0.576
LP3	0.344	0.457	0.521
LP5	0.666	0.557	0.820
LP6	0.498	0.458	0.758
LP7	0.465	0.399	0.716
LP8	0.443	0.460	0.651

Source: (Smart PLS, 2023)

Based on table3 it can be concluded that measuring discriminant validity can be done through the cross loading value, with the bottom criterion being that the loading factor value must be greater than the cross loading value. In this table, the three variables have a loading factor value that is greater than the cross

loading value, namely the e-marketing variable's factor loading, which means that the three variables are declared valid.

Composite Reliability

To measure the reliability of a construct in SEM-PLS using the SmartPLS application, it is used by looking at the Cronbach Alpha and Composite Reliability values. To see whether the construct is reliable or not, you can see the following table:

Table 4 Composite Reliability

Variable	Composite Reliability	Note.
E-Marketing	0.866	Reliable
Customer loyalty	0.841	Reliable
Business Performance	0.891	Reliable

Source: (Smart PLS, 2023)

Based on table 4 it can be seen that *Composite Reliability* for all constructs above 0.7 which shows that all constructs in the estimated model meet the discriminant validity criteria[25]. So that the constructs of e-marketing, customer loyalty and business performance are declared reliable. The next step, namely, can be strengthened with the Cornbach Alpha value, which is as follows:

Table 5 Cornbach Alpha

Variable	Cornbach Alpha	Note.
E-Marketing	0.814	Reliable
Customer loyalty	0.763	Reliable
Business Performance	0.861	Reliable

Source: (Smart PLS, 2023)

Based on table 5 shows that the Cornbach Alpha value for all constructs is above 0.7, meaning that the Cornbach Alpha value is declared reliable.

Structural Model Testing (Inner Model)

The inner model is a structural model that connects latent variables. The evaluation stage is carried out by looking at the criteria for the R-square value and f-square value.

R-square, can be used to explain the influence of the endogenous latent variable (Variable Y) whether it has a substantive influence or to measure the level of variation in changes in the independent variable on the dependent variable. R-square values of 0.75, 0.50, and 0.25 respectively indicate that the model is strong, moderate, and weak. The value of R Square is as follows:

Table 6 R-Square

Variable	R-Square	R-Square Adjusted
Customer Loyalty (Y1)	0.474	0.468
Business Performance (Y2)	0.487	0.482

Source: (Smart PLS, 2023)

Based on the results of R-Square Table 6 shows that the R-square value for the customer loyalty construct (Y1) is 0.474 or 47.2%. Meanwhile, the rest is influenced by other variables outside the variables in this research. And the Business Performance construct (Y2) is 0.487 or 48.7%. Meanwhile, the rest is influenced by other variables outside the variables in this research. And exceeds the R-Square value of 0.25.

Analysis of the direct influence of e-marketing on business performance

Table 7 Hypothesis Test 1

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Marketing(X) -> Business Performance(Y2)	0.688	0.683	0.080	8,604	0,000

Source: (Smart PLS, 2023)

Based on table 7, it can be seen that the parameter coefficient for e-marketing on business performance is 0.688. The higher the X value, the higher the Y value will be. Increasing e-marketing units will increase business performance by 68.8%. Based on calculations using bootstrap, where the estimated coefficient test results for e-marketing on business performance are 0.683 and the standard deviation is 0.080, and the t-statistic is $8.684 > 1.96$, the p value is $0.000 > 0.05$, which means this shows that H_0 is rejected and H_a is accepted.

Analysis of the direct influence of e-marketing on customer loyalty

Table 8 Hypothesis Test 2

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Marketing(X) -> Customer Loyalty(Y1)	0.698	0.696	0.085	8,169	0,000

Source: (Smart PLS, 2023)



Based on the table above 8, it can be seen that the construct result for the e-marketing variable on customer loyalty is 0.698, which means that there is a direct positive influence or it can be interpreted that the higher the X value, the Y value will also increase. Increasing e-marketing units will increase customer loyalty by 69.8%. Based on calculations using bootstrapping or resampling, the test result of the estimated e-marketing coefficient on customer loyalty is 0.696 with a standard deviation value of 0.085 and a statistical value of $8.169 > 1.96$ and the p value is $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted, which means that e-marketing has a direct influence on customer loyalty significantly.

V. CONCLUSION AND SUGGESTION

Based on the results of the analysis carried out using the Structural Equation Modeling (SEM) method, it can be concluded that e-marketing has a significant influence on business performance and customer loyalty in MSMEs in the culinary sector in the post-COVID-19 pandemic era. The use of effective e-marketing strategies can improve MSME business performance by increasing customer visibility, attractiveness and accessibility. Apart from that, e-marketing also contributes to building stronger relationships with customers and increasing their loyalty levels. Research that has been carried out regarding the influence of e-marketing on the business performance of MSMEs in the culinary sector and its impact on customer loyalty after Covid-19 in Garut Regency, can be concluded that this research has a positive effect, where the e-marketing variable has an influence on business performance of 68.8 % which shows that the influence exerted is strong enough to be statistically significant. Then there is the e-marketing variable which has an influence of 68.9% on the customer loyalty variable, which means that the influence exerted is strong enough to be statistically significant. These three variables have a positive influence and are considered capable of influencing e-marketing.

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