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INTEREST AND DETERMINING FACTORS FOR DIGITAL PRODUCT ADOPTION: A CASE OF *TAPE* MAKERS IN MALANG, INDONESIA

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Abstract: Marketing using digital products is one way to do marketing through social media that uses the internet. The purpose of this study was to determine the interest of *tape* makers in the use of digital products and the factors that influence them. The sampling method used the survey method and obtained 45 respondents of *tape* makers on the scale of Micro, Small and Medium Enterprises (MSMEs) in Banjarsari Village, Ngajum District, Malang Regency. The descriptive analysis method is used to analyze the interest of *tape* makers in the use of digital products. While Partial Least Square (PLS) analysis is used to analyze the factors that influence the interest of *tape* makers in digital products. The results showed that *tape* makers have an interest in digital products in marketing *tape*. However, *tape* makers are not interested in applying or using digital information products in marketing *tape*. This is due to several factors that influence significantly, including advances in information technology, the ability of *tape* makers, environment, competition, and capital.

Keywords: *Digital marketing, business innovation, market competition, information technology, micro, small and medium enterprises*

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INTRODUCTION

Along with the development of technology, information, and communication which is increasingly rapid and widespread in the industrial era 4.0, the Association of Indonesian Internet Service Providers (2019); Mudawamah (2020); Wahyudiyono (2019) analyzed the number of internet users in Indonesia. As a result, Indonesian internet users increased by 10.12% in 2018 compared to the previous year. As technology, information, and communication continue to develop, business people, are also developing marketing towards *digital marketing.* According to Stokes (2013), *digital marketing* can break the creation of demand by taking advantage of the intensity of the internet and being able to meet demand with new and innovative systems. Digital products in the form of online marketplace applications are also developing in Indonesia, such as *Tokopedia*, *Shopee*, *Bukalapak*, and others. In addition, many sellers introduce and market their products through social media such as *Facebook, Instagram, and WhatsApp* (Purwana et al, 2017). This requires businesses to have innovations and strategies in doing digital marketing.

Banjarsari village is located in Ngajum sub-district, Malang Regency, East Java, where the majority of the population works as *tape* makers. Banjarsari Village *tape* makers still use traditional methods in the processing and marketing of *tape* products. A large number of *tape* makers in

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Banjarsari Village makes the competition even tougher. There is a need for information related to *tape* processing trends, such as marketing information to increase competitiveness (Noviani Hanum & Sinarasri, 2018). Digital information about *tape* or *tape* products needs to be studied by *tape* makers to be able to compete in developing their business by the state of the marketing trend of food products.

Research has been conducted by Hanum & Sinarsari. 2017, Priyanto *et al*. 2020, dan Ningtyas & Sunarko. 2011) to know the factors that influence the use of e-commerce shows that several factors have a positive influence on the adoption of e-commerce. One of the factors that have a positive and significant effect is technology. In addition, research from Uthruva *et al.* 2016 shows that the ease of e-commerce adoption has a significant effect on usage intentions in MSMEs. Another research from Kusnindar *et al.* 2018 shows that MSMEs actors only use internet adoption to communicate, not for media promotion or development of their business.

Based on the problems described above and from several studies that have been conducted regarding online marketing opportunities using digital products, it is necessary to conduct research related to the analysis of marketing opportunities for *tape* products in Banjarsari Village using digital products. The purpose of this study was to determine the interest of *tape* makers in digital products and the factors that influence them. The expected benefit from this research is that *tape* makers are more familiar with various online media in promoting *tape* products to develop their business per technological advances.

RESEARCH METHODS

The research was carried out in 2021 in Banjarsari Village, Ngajum District, Malang Regency. The sampling method was carried out by the survey method with a total sample of 45 *tape* maker respondents with the criteria that we're able to operate digital applications and have a smartphone. The data used in this study are primary data obtained from questionnaires, interviews, and field observations. The questionnaire in this study used a Likert scale with the highest score being 5 (strongly agree) and the lowest score being 1 (strongly disagree).

Table 1. Likert Scale

Description	Score
Strongly agree	5
Agree	4
Less agree	3
Disagree	2
Strongly disagree	1

The dependent variable in this study is the interest of *tape* makers in digital products and five independent variables include advances in information technology, *tape* production capabilities, environment, competition, and capital. Each independent variable has several indicators.

Table 2. Variables and Research Indicators

Variables	Indicators
The interest of *Tape* Makers in Digital Products (Y_1)	Interest ($Y_{1.1}$)
	Interest in using the Application ($Y_{1.2}$)
Advances of Information Technology (X_1)	Understanding of Digital Products ($X_{1.1}$)
	Ability to use Digital Products Application ($X_{1.2}$)
	Digital Product Access Capability ($X_{1.3}$)
	Flexibility ($X_{1.4}$)
	Time Efficiency ($X_{1.5}$)
Production Ability (X_2)	Ability in Production Process ($X_{2.1}$)
	Ability in Marketing Process ($X_{2.2}$)
	Insufficient Labors ($X_{2.3}$)
	Lack of Knowledge/Insight ($X_{2.4}$)
Environment (X_3)	Processing That Still Follows Tradition ($X_{3.1}$)
	Lack of Community Leaders With Broad *Tape* Knowledge/Insights ($X_{3.2}$)
Competition (X_4)	Homogeneous Product Type ($X_{4.1}$)
	Same Target Market ($X_{4.2}$)
	Lack of Innovation ($X_{4.3}$)
	Promotion ($X_{4.4}$)

	Less Open in Selling Products Using Technology ($X_{4.5}$)
Capital (X_5)	Additional Capital ($X_{5.1}$)
	Small Capital for Online Marketing through Digital Products ($X_{5.2}$)
	Capital Source ($X_{5.3}$)

Data analysis methods in this study include (1) descriptive analysis, which is used to analyze the interest of *tape* makers towards digital products and (2) Partial Least Square (PLS) analysis is used to analyze the factors that influence the interest of *tape* makers towards digital products. SEM PLS analysis was carried out using the outer model and inner model analysis.

Outer model equation

$$x = \Lambda x\xi + \delta \quad (1)$$

$$y = \Lambda y\eta + \varepsilon \quad (2)$$

Inner model equation

$$H = \beta\eta + \Gamma\xi + \varsigma \quad (3)$$

RESULTS AND DISCUSSION

The interest of *Tape* Makers in the use of Digital Products

The *tape* maker's interest in digital products has two indicators in its measurement, based on the average score and the modus of the *tape* maker's interest in digital products.

Table 3. Analysis of *Tape* Maker's Interest

Indicators	Mean	Modus
Interest	3.3	4
Interest in using the Application	2.9	2

Source: primary data processed, 2021

Table 3 shows the average value (mean) and values that often appear (modus) for each indicator. the average score (mean) on the interest indicator is 3.3 with a modus that is 4 or can be interpreted as *agree*. The average score (mean) on the indicator of interest in using the application is 2.9 with a value that often appears (modus) 2 or can be interpreted as *disagree*. This is because some of the *tape* makers in Banjarsari Village are not interested in using digital products both for the production process and marketing process. This is in line with the results of research (Fathul Wahid, 2007) which states that the adoption of information technology (IT) by UKM is still low. it can be concluded that the adoption of innovation by *tape* makers is at the stage of awareness, that digital products are needed. but has not yet reached the stage of interest, evaluation stage, and stage to try.

This disinterest in the use of digital products can be due to the narrow mindset of *tape* makers and their lack of insight. The relatively low education of *tape* makers can also be a factor. In this case, most of the *tape* makers only use digital products as a communication media, and do not use them as a marketing media. This is in line with the results of research Kusnindar *et al*. (2018) with the result that internet adoption in MSMEs is quite high, but its utilization is still low, and most of the MSMEs actors lack skills in operating marketing sites through applications, so MSMEs actors only take advantage of internet adoption as a communication tool.

Advances in information technology are one of the independent variables in this study. In this variable, the indicator digital product access capability and application ability have the highest score, which is 3.6 with the answer that often appears to be agree. The time efficiency indicator in table 4 has the lowest score of 3.4 with the answer that often appears to be agree. This is because the *tape* makers in Banjarsari Village feel they need learning and understanding related to digital products, but they are reluctant to use digital products in the production and marketing process of *tape*.

Table 4. Analysis of Information Technology Progress

Indicators	Mean	Modus
Understanding of Digital Products	3.6	4
Ability to use Digital Products Application	3.6	4
Digital Product Access Capability	3.5	4
Flexibility	3.5	4
Time Efficiency	3.4	4

Source: primary data processed, 2021

According to most of the respondents, the use of digital products is necessary at this time, however, they prefer to market traditional *tape*- products. According to respondents, this is due to the certainty of the target market and the efficiency of marketing time when compared to using digital products. This statement is in contrast to the results of research from Priyanto *et al*. (2020) which shows that the majority of MSMEs in the food sector apply digital marketing in the form of social media as product marketing media and establish good relationships with customers.

Lack of understanding, application ability, and ability to access e-commerce applications (digital

products) causes *tape* makers in Banjarsari Village to be less innovative in promoting and marketing. This is in contrast to research from MSMEs actors tend to innovate (use technology) towards their business, MSMEs actors will be more interested in using technology to develop their business.

The ability of the *tape* maker is one of the independent variables contained in this study. The ability of *tape* maker has four indicators with average scores and values that often appear as listed in table 5.

Table 5. Analysis of *Tape* Maker's Ability

Indicators	Mean	Modus
Production ability	3.7	4
Marketing ability	3.8	4
labor	2.7	3
Knowledge/insight	3.8	4

Source : primary data prosessed, 2021

Both of marketing ability and insight/knowledge indicators have the highest score of mean 3.8 with the answer that often appears (modus) is 4 or can be interpreted *agree*. While the labor indicator has the lowest score of mean 2.7 with the answer that often appears (modus) is 3 or can be interpreted *less agree*. the reality on the ground shows that most of the *tape* makers in Banjarsari Village carry out the production process using a cooperation system, which means that if one of the family members processes the *tape*, the other family members will help voluntarily. This is caused by several factors, including the low education of *tape* makers and the lack of *tape* makers' interest in developing knowledge from processing to marketing *tape* products.

The environmental factor is one of the independent variables contained in this study. Environmental factors have two indicators. The average score and the scores that often appear on the two indicators are listed in table 6.

Tabel 6. Analysis of Environmental Factor

Indicators	Mean	Modus
Processing that still follows a tradition	4.3	4
Lack of insight/knowledge of *tape* by community leaders	3.7	4

Source: primary data processed, 2021

The average score (mean) on the processing that still follows the tradition indicator is 4.3 with a score that often appears (modus) being 4 or can be interpreted as *agree*. The average score on the Lack of insight/knowledge of *tape* by community leaders indicator is 3.7 with a value that often appears is 4 or can be interpreted as *agree*. This happened because most of the respondents the *tape* based on the way their parents used to do it. *Tape* makers will learn from their neighbours if their parents did not process *tape*.

The competition factor is one of the independent variables contained in this study. The competition factor has five indicators. The average scores (mean) and scores that often appear (modus) on the five indicators are as follows:

Table 7. Analysis of Competition Factor

Indicators	Mean	Modus
Product Type	4.2	4
Target market	2.7	3
Innovation	3.8	4
Promotion	3.5	4
Digital marketing	3.6	4

Source : primary data prosessed, 2021

The average score on the product type indicator has the highest score of mean 4.2 with a score that often appears (modus) is 4 or can be interpreted as *agree*. The average score on the target market indicator is the lowest score of mean that is 2.7 with a value that often appears (modus) is 3 or it can be interpreted as *less agree*. This happens because all respondents sell *tape* products directly to consumers without any further processing to add to the innovation of these products. *Tape* makers in Banjarsari Village market their *tape* products to markets around Malang, so it is possible if there are more than two or three *tape* sellers in one market.

Capital is one of the independent variables in this study. Capital has three indicators. The average scores (mean) and score that often appears (modus) on the three indicators are listed in table 8.

Tabel 8. Analysis of Capital

Indicators	Mean	Modus
Capital increase	3.0	3
Capital of online marketing	3.1	3
Capital source	4.0	4

Source: primary data processed, 2021

The average score (mean) on the capital indicator has the highest score of 4.0 with a score that often appears (modus) is 4 or can be interpreted as *agree*. The average score (mean) on the capital increase indicator is the lowest score of 3.0 with a score that often appears (modus) is 3 or it can be interpreted as *less agree*. This happens because about 95% of respondents obtain raw materials in the form of cassava from suppliers where the payment process is carried out at the end or after the product is sold. In Banjarsari Village there is also a BRILink to help the economy of *tape* makers and the surrounding community.

Factors Affecting *Tape* Makers' Interest in Digital Products

This SEM PLS analysis does not use all the indicators in the questionnaire. There are six indicators of variables that need to be eliminated, namely inadequate labour, lack of community leaders with board *tape* knowledge, the same target

market, promotions, small capital to online marketing purpose, and sources of business capital. These indicators are not significant because the magnitude of the loading factor value is less than 0.5.

Outer Model

The loading factor value for each indicator for the technological progress variable is greater than 0.7. 0.912 for X1.1, 0.903 for X1.2, 0.957 for X1.3, 0.954 for X1.4, and 0.944 for X1.5. The loading factor for each indicator on the *tape* processing capability variable is 0.976 for X2.1, 0.973 for X2.2, and 0.967 for X2.4. The loading factor value of each indicator of the competition variable is 0.811 for X4.1, 0.735 for X4.3, and 0.793 for X4.5. while the value of the loading factor on each indicator of the environmental variables is the same, which is 1.00.

The loading factor for each indicator on the dependent variable of interest in *tape* processing is 0.936 and 0.931. Based on the description in the explanation chapter, it can be said that the indicator in each variable is significant because the value is more than 0.7. According to Ghozali and Latan (2015), the Rule of Thumb to assess convergent validity is that the loading factor value must be more than 0.7 for confirmatory research and between 0.6–0.7 for exploratory research. Based on the data from the analysis above, it can be said that the entire relationship between the latent variables on each indicator is significant because the value is greater than 0.7.

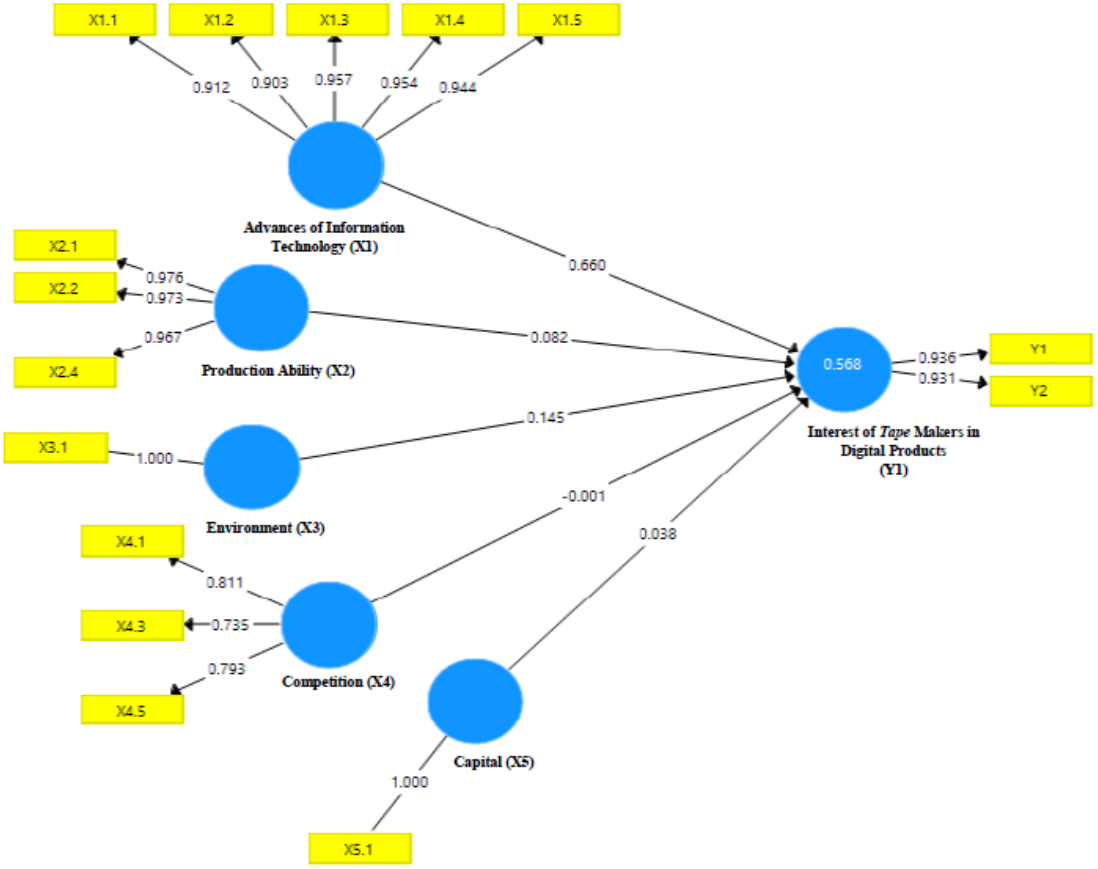

Figure 1. SEM PLS Structural Model

Table 9. Validation Test *(Average Variance Extracted)*

Variables	*(AVE)*
Technology and Information Advance	0.873
Tape maker ability	0.944
Environment	1.000
Tape maker's interest	0.872
Capital	1.000
Competition	0.609

Source: primary data processed, 2021

Based on Table 9, it can be seen that the average variance extracted (AVE) value of each latent variable is large. The magnitude of the AVE value of the dependent variable of *tape* maker's interest is 0.872, while the magnitude of the AVE value of the independent variable of technological progress is 0.873, the variable of *tape* processing ability is 0.944, the environmental variable is 1.00, the capital variable is 1.00, and the competition variable is 0.609. The results of the analysis can be interpreted that all variables are significant.

According to Ghozali & Latan (2015), The Rule of Thumb for the average variance inflation factor (AVE) must be greater than 0.5. Based on the results of the questionnaires that have been distributed, it can be concluded that all latent variables are significant if they are validated with the average variance extracted value.

Table 10. Reliability Test *(Composite Reability)*

Variables	*Composite Reliability*
Technology and Information Advance	0.972
Tape maker ability	0.981
Environment	1.000
Tape maker's interest	0.932
Capital	1.000
Competition	0.824

Source : primary data prosessed, 2021

The reliability test value is seen from the value of Cronbach's alpha and composite reliability. According to Ghozali & Latan (2015), The rule of thumb for assessing construct reliability is that the composite reliability value must be greater than 0.70. However, the use of Cronbach's alpha to test construct reliability will give a lower value (underestimate) so it is more advisable to use composite reliability.

The following is the value of the composite reliability of each latent variable. the variable of information technology advancement is 0.972, the variable of the ability of *tape* maker is 0.981, the environmental variable is 1.00, the variable of interest of the *tape* maker is 0.932, and the variable of capital is capital 1.00, and the variable of competition is 0.824. Under the explanation of Ghozali dan Latan (2015) data from the results of the analysis that has been carried out in this study is significant because the composite reliability value of the variables is greater than 0.70.

Inner Model

The inner model or structural model can be analyzed by looking at the value of R-square and t-statistics. Several comparative tests that become criteria in the assessment of the structural model (inner model) are the R-Square value and the significance value. According to Jogiyanto (2011), the R-Square value is used to measure the level of variation of changes in the independent variable to the dependent variable. According to Ghozali dan Latan (2015), the second structural model (inner model) assessment criterion is the significance value. The significance value can be seen in the magnitude of the t-statistic.

The Adjusted R Square value obtained from the analysis of the answers from respondents through questionnaires that have been distributed in Banjarsari Village is 0.558. This value indicates that the results of exogenous variables can predict the variable interest of *tape* makers in digital products strongly, which is 55.8%. While the remaining 44.2% is predicted by other variables outside the model.

The t-table value for 45 respondents with a probability of 5% and a significant level of 95% is 1.68. The t-statistic analysis is said to be significant if the t-statistic value is greater than the t-table value. Following Table 10, the value of the path coefficient (t-statistic) between the interest of *tape* makers and advances in information technology is 5.358. This value is greater than t-table (1.68), so it can be explained that the relationship between the two is significant. Based on these results, it can be seen that advances in information technology can have an influence the interest of *tape* makers for digital products. According to Steel (2021), the application of digital technology allows users to build global commercial networks from home.

Table 11. T-Statistic Value

Informations	T Statistics (|O/STDEV|)
Technology and Information Advance => Interest	5.358
Tape maker ability => Interest	0.488
Environment => Interest	1.120
Tape maker's interest => Interest	0.352
Competition => Interest	0.009

Source: primary data processed, 2021

Advances in information technology have the greatest influence among other variables. This research is in line with research conducted by Hanum & Sinarsari (2017) where research proves that technological factors have a positive influence on the use of e-commerce. The more advanced the technology, the more e-commerce is needed (Noviani Hanum & Sinarasri, 2018). ape makers think that doing online marketing makes more customers and makes repeat purchases. This statement is in line with research conducted by Piarna & Fathurohman (2019) which shows that the use of systems in online marketing has a significant effect on consumer loyalty or consumers will make continuous purchases. Cooper et al. (2021) add that technology adoption has an impact on the ability to earn profits and guarantee sales.

Digitalization makes MSMEs more agile in adjusting their competitiveness (Kosasi, 2017). This information relationship is needed between the

production system life cycle and the manufacturing product life cycle (Kutin et al., 2016).

Meanwhile, the value of the path coefficient (t-statistic) between the interest of *tape* makers in digital products with the ability of *tape* makers, environment, capital, and competition. each has a t-statistic value of 0.488, 1.120, 0.352, and 0.009.

The value of the path coefficient (t-statistic) in each of these variables is less than the t-table (1.68), so it can be said that the four variables are not significant or have no effect on the interest of *tape* makers to digital products. The variable of the ability of the *tape* maker is not significant because the *tape* maker in Banjarsari Village only relies on the abilities that are known from the previous generation. *tape* makers do not develop and expand their knowledge and ideas related to *tape* production or marketing. Only about 7% of the 45 *tape* makers have started to apply the developed technology in the *tape* marketing process.

The environmental factor variable is also not significant because the *tape* makers in Banjarsari Village still follow the traditions that have been carried out by the previous parents. Starting from the production process, packaging, to marketing. Environmental factors that are less developed also affect the mindset of *tape* makers in Banjarsari Village. The more difficult it is to develop the mindset of *tape* makers, the lower the interest of *tape* makers in digital products. This is in line with research by Ningtyas & Sunarko (2011) which states that external drives have a positive and significant impact on e-commerce adoption in MSMEs in Banyumas and Purbalingga.

The competition factor variable is also not significant because *tape* makers in Banjarsari Village sell homogeneous products. Most of the *tape* makers are selling *tape*s in the same target market. In addition, *tape* makers prefer direct or offline marketing to online marketing, so the target market is narrow. The capital factor variable is also not significant because the *tape* maker does not understand the number of costs incurred in online marketing. This high capital, especially for MSMEs, has prevented *tape* makers from entering the e-marketplace (Mourtzis et al., 2021). This statement contradicts the results of research conducted by Hanum & Sinarsari (2017), which states that environmental factors have a positive and significant effect on the application of e-commerce adoption.

Based on the results of the analysis, it can be seen that the advances in information technology variable are the main variable and the only factor that has a significant effect on the interest of *tape* makers in digital products. This is because the success rate of adopting a digital marketing strategy is determined by the awareness and willingness of MSMEs actors (Kosasi, 2017). The success of adoption also depends on the classification of the country. Matthess & Kunkel (2020) stated that developing countries are still in the early stages of structural change and show a low level of digitalization in the economy.

CONCLUSION

The interest of *tape* makers in Banjarsari Village for digital products is quite high, however, they do not want to use digital product applications in marketing *tape*. This is due to the advancement of information technology, the ability of *tape* makers in the production process to market as well as knowledge, environment, competition, and capital. The main factor of the interest of *tape* makers in digital products is the advancement of information technology because most of them do not keep up with the current technological advances. They prefer to market their products directly or offline.

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