

The Influence of E-Commerce Technology and Digital Marketing Innovation on Entrepreneurial Business Performance

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ABSTRACT

Marketing strategy plays a crucial role in achieving entrepreneurial business goals. Marketing is not merely understood as a sales activity, but also as a management process encompassing analysis, planning, implementation, and strategic control to meet market and customer needs. This study aims to determine how marketing strategy contributes to achieving business goals in entrepreneurial activities. The method used in this study is a descriptive method with a qualitative approach through literature review and analysis of marketing management concepts. The novelty of this study lies in the analysis of marketing strategy, which is not only focused on increasing sales but also on the integration of marketing functions as a coordination center between production, finance, and customer service aspects in supporting the sustainability of entrepreneurial businesses in the digital era. The results of the discussion indicate that implementing an appropriate marketing strategy can help entrepreneurs increase competitiveness, expand market reach, improve customer satisfaction, and support increased sales and business profits. In addition, orientation to consumer needs and the implementation of the marketing mix are important factors in the success of entrepreneurial businesses. Thus, marketing strategy makes a significant contribution in helping entrepreneurs achieve business goals effectively and sustainably.

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INTRODUCTION

In the ever-evolving business world, marketing plays a crucial role for every business organization. Marketing is understood not only as the activity

of selling products or services, but also as a management process encompassing the analysis, planning, implementation, and control of strategies to meet consumer needs and satisfaction. From a micro perspective, marketing is viewed as a series of activities aimed at directing the flow of goods and services from producers to consumers in a targeted manner. Therefore, for entrepreneurial businesses, marketing is a key factor in determining business success amidst increasingly fierce market competition.

An entrepreneur's success in producing products or services will not deliver maximum economic value without the ability to understand customer needs. Therefore, business orientation should no longer focus solely on production but rather on consumer orientation. This requires entrepreneurs to employ various strategies, such as market research, product development (product design), competitive pricing, and effective promotion and distribution. An integrated marketing strategy differentiates businesses that merely survive from those that can grow sustainably.

Besides its role in winning market competition, marketing also plays a significant role in achieving business goals, particularly in financial and operational aspects. Through effective sales management, marketing can help maintain a company's cash flow and support its ability to expand. Furthermore, marketing management plays a crucial role in managing various market demand conditions, such as addressing declining demand, developing latent demand, and maintaining stability when demand is at optimal levels (full demand).

Understanding that marketing is a broad social and managerial process, every strategy implemented must align with the company's long-term vision and goals. Marketing's contribution is evident not only in increased sales but also in the creation of customer loyalty and a positive corporate image in the public eye. Based on this, this article discusses how marketing strategy can be a key pillar in supporting the achievement of entrepreneurial business goals amidst increasingly complex market challenges.

THEORETICAL STUDY

1. Marketing Strategy

Marketing is a crucial function in business activities, playing a role in connecting companies with consumers. Essentially, marketing is the process of identifying consumer needs and wants, developing appropriate products, setting appropriate prices, distributing them to customers, and promoting them to create mutually beneficial exchanges. Through marketing, companies can understand market needs and how to effectively meet those needs.

From a scientific perspective, marketing can be understood through two dimensions: the micro and the macro. From a micro perspective, marketing is viewed as a series of activities undertaken by companies to meet consumer needs through the creation, pricing, promotion, and distribution of goods or services. The primary focus of micromarketing is how companies can gain profits by providing better value to customers than their competitors. Meanwhile, from a macro perspective, marketing is viewed as a social and economic system that regulates the flow of goods and services from producers to consumers so that societal needs can be met efficiently. The macro perspective emphasizes the importance of marketing in supporting economic growth, creating jobs, and improving social welfare.

A marketing strategy is a systematic plan designed to achieve a company's marketing objectives. This strategy serves as a guideline for determining target markets, understanding consumer needs, and developing appropriate marketing programs. In the world of entrepreneurship, marketing strategy is crucial because business success is determined not only by product quality but also by the entrepreneur's ability to introduce and offer products to the right market.

Implementing a marketing strategy involves various activities, such as market research to determine consumer needs and preferences, developing products tailored to customer needs, setting competitive prices, selecting effective distribution channels, and implementing promotions through various media. A good marketing strategy enables a company to create a competitive advantage, increase market share, and build long-term relationships with customers.

In today's digital era, marketing strategies have also evolved through the use of information technology and social media. Businesses can use digital platforms to expand market reach, enhance customer interactions, and obtain insights into consumer behavior more quickly and accurately. Therefore, a marketing strategy that adapts to technological developments is one of the keys to modern business success.

2. Marketing Contribution to Achieving Entrepreneurial Business Goals

Marketing plays a significant role in achieving entrepreneurial business goals. The primary goals of a business are generally to generate profits, maintain business continuity, expand markets, and create value for customers. All of these goals depend heavily on the company's success in executing marketing activities.

Through marketing, companies can introduce products or services to potential consumers, thereby increasing their recognition and demand. Without effective marketing, even high-quality products will struggle to reach

consumers and will be unable to generate optimal sales. Therefore, marketing serves as a bridge connecting companies with their target markets.

Besides increasing sales, marketing also plays a role in creating customer satisfaction. Customer satisfaction is a crucial factor influencing customer loyalty to a product or brand. Satisfied customers are more likely to make repeat purchases and recommend products to others. This helps companies acquire new customers while retaining existing ones.

Marketing's contribution is also evident in its ability to create competitive advantage. In a competitive business environment, companies must be able to offer differentiated value compared to competitors. Through the right marketing strategy, companies can build a strong brand image, improve service quality, and create positive customer experiences. These advantages are factors that can increase a company's competitiveness in the market. From a financial perspective, marketing plays a role in maintaining business stability and sustainability. Increased sales will generate revenue that can be used to finance company operations, such as employee salaries, raw material purchases, product development, and business investments. Thus, marketing is closely linked to a company's long-term growth and sustainability.

In the context of entrepreneurship, marketing also helps business owners identify new market opportunities. Information obtained through market research can be used to develop new products, improve the quality of existing ones, and develop strategies that better meet consumer needs. The ability to recognize these opportunities is a key characteristic of a successful entrepreneur.

3. Marketing Effort Orientation in Achieving Goals

A company's success is determined not only by its ability to produce products, but also by the business orientation it applies to its operations. Business orientation is a company's perspective on achieving its stated goals. In marketing theory, several business orientations exist, evolving in line with changing market conditions and consumer needs.

Production orientation is an approach that focuses on production and distribution efficiency. Companies that adopt this orientation assume that consumers will choose products that are readily available and affordable. Therefore, companies strive to increase production capacity and minimize production costs.

A product orientation emphasizes product quality, performance, and innovation. Companies using this orientation believe that consumers will prefer products that offer the best quality and superior features. However,

this orientation often leads companies to focus too much on the product, neglecting the market's true needs.

A sales orientation focuses on increasing sales volume through various promotional and persuasive activities. Companies strive to encourage consumers to purchase the products they offer. This approach is typically used when companies face intense competition or when market demand tends to be low.

As the market evolves, a marketing orientation emerges that places the consumer at the center of all business activities. In this orientation, companies strive to understand customer needs and desires before designing products and marketing strategies. A company's success is determined by its ability to deliver superior customer satisfaction compared to competitors.

Furthermore, a social marketing orientation developed, emphasizing not only customer satisfaction and corporate profits but also community well-being and environmental sustainability. This concept emphasizes that companies have a social responsibility to conduct business ethically and sustainably. By implementing a social marketing orientation, companies can build a positive image while creating long-term benefits for society.

4. Marketing Management as Market Demand Manager

Marketing management is the process of planning, implementing, coordinating, and controlling marketing activities to achieve organizational goals. The primary function of marketing management is to manage market demand to align with the company's capacity and objectives.

In carrying out this function, marketing management carries out various activities such as market analysis, market segmentation, target market determination, product positioning, and marketing mix development. The marketing mix consists of four main elements known as the 4Ps: Product, Price, Place, and Promotion. These four elements must be managed in an integrated manner to effectively achieve marketing objectives.

Marketing management is also responsible for addressing various market demand conditions. Companies can face negative demand, which occurs when consumers dislike the products offered. Furthermore, there is latent demand, which is a consumer need that cannot be met by available products. Companies can also face declining demand, necessitating strategies to revitalize consumer interest. Conversely, when demand is too high, companies need to manage it to prevent it from exceeding their production capacity.

The ability to manage these diverse demand conditions is crucial for business sustainability. With sound marketing management, companies can

maintain a balance between consumer needs, production capacity, and company objectives, thus achieving sustainable business growth.

Based on the theoretical explanation above, it can be concluded that marketing is a crucial process that connects companies with consumers through the creation, communication, and delivery of value. The right marketing strategy enables companies to understand market needs, create appropriate products, and build long-term relationships with customers. Marketing significantly contributes to achieving entrepreneurial business goals by increasing sales, creating customer satisfaction and loyalty, strengthening company competitiveness, and maintaining business continuity. Marketing success is greatly influenced by the company's business orientation, particularly its marketing orientation and social marketing orientation, which place consumers at the center of its business activities.

Furthermore, marketing management plays a crucial role in managing market demand through the planning, implementation, and control of various marketing activities. By implementing effective marketing strategies and sound marketing management, companies can achieve business goals, achieve sustainable profits, and survive and thrive amidst increasingly fierce competition.

RESEARCH METHODS

This study employed a descriptive qualitative method with a library research approach. The primary data were sourced from marketing management literature, which was analyzed to explore the concept of strategy and the role of marketing in organizations. Data collection techniques were conducted through documentation studies and systematic identification of texts on materials relevant to business objectives. Data analysis was conducted using content analysis techniques, which included data reduction, theoretical categorization, and synthesis of the relationship between marketing management and the company's financial contribution. Through this process, a theoretical conclusion was drawn that integrates the marketing function as a primary driver of the sustainability of entrepreneurial business units.

Time Allocation

NO	Research Activities	Execution time	Place
1	Problem identification and determination of research topics	April 27-30, 2026	Library of the Faculty of Teacher Training and Education, Syiah Kuala University

2	Collection of literature and research references	May 3-5, 2026	Banda Aceh regional library
3	Data analysis and theoretical review	May 7-8, 2026	Library of the Faculty of Teacher Training and Education, Syiah Kuala University
4	Preparation of research articles	May 9, 2026	Library of the Faculty of Teacher Training and Education, Syiah Kuala University
5	Revision and finalization of the article	May 11-18, 2026	In class 305 of the FKIP building, Syiah Kuala University

Population and Sample

Component	Information
Population	All literature that discusses marketing strategy, marketing management, and entrepreneurship
Sampling Techniques	Purposive Sampling
Sample	books and scientific journals relevant to the research topic
Sample Criteria	Literature on topic, has academic credibility, and was published in 2012–2023

Based on an analysis of various literature discussing marketing and entrepreneurship, it was found that marketing strategy plays a crucial role in determining the success of a business. Marketing serves not only as a tool for selling products or services to consumers, but also as a system that connects all company activities to market needs. Through the right marketing strategy, companies can understand consumer behavior, identify business opportunities, increase competitiveness, and achieve business goals effectively and sustainably.

RESULTS AND DISCUSSION

The study results show that the success of an entrepreneurial venture is significantly influenced by the entrepreneur's ability to understand consumer needs and adapt business strategies to changes in the market environment. In

increasingly competitive conditions, marketing is a key factor in determining whether a business survives, thrives, or even fails. Therefore, marketing strategy must be a crucial component of business planning and management.

4.1 Implementation of Market Orientation in Entrepreneurship

The analysis shows that entrepreneurs who implement a marketing orientation tend to have a higher chance of success than those who focus solely on production or product orientation. A marketing orientation places the consumer at the center of all business activities. Every decision a company makes, from product development and pricing to distribution and promotion, is based on customer needs and desires.

In entrepreneurial practice, marketing orientation is realized through market research activities aimed at understanding consumer characteristics, purchasing patterns, purchasing power, and changing trends in society. This information is then used as a basis for developing more targeted business strategies.

This discussion demonstrates that marketing-oriented companies don't simply produce goods based on their production capabilities, but rather focus on what the market truly needs. This approach enables companies to create products that add value to consumers, thus increasing market acceptance.

Furthermore, a marketing orientation also encourages integration between organizational units. The production department is responsible for producing products that meet consumer needs, the finance department supports the provision of necessary resources, and the human resources department ensures the availability of a workforce capable of providing the best possible service to customers. With this coordination, all company activities can run in harmony, achieving the same goal: creating customer satisfaction and improving company performance.

The study also showed that a marketing orientation can help companies build long-term relationships with customers. A good relationship will increase customer trust in the products or services offered, creating loyalty, a vital asset for business sustainability.

4.2 Demand Management as an Adaptive Strategy

Marketing management plays a crucial role in managing various demand conditions in the market. Analysis shows that a company's ability to understand and manage consumer demand is a key factor in determining the success of a marketing strategy.

In marketing theory, there are various demand conditions a company can face, such as negative demand, no demand, latent demand, declining

demand, irregular demand, full demand, excess demand, and unwanted demand. Each condition requires a different marketing strategy to achieve the company's goals.

For entrepreneurs, the ability to identify latent demand or unmet needs is a key source of innovation. Many new products and services are born because companies are able to identify consumer needs that haven't yet been adequately addressed. Therefore, the ability to read market opportunities is a crucial competency in entrepreneurship.

When demand declines, companies need to implement remarketing strategies to attract consumers. This strategy can be implemented through product quality improvements, new product innovations, discounts, enhanced customer service, or more intensive promotions. Conversely, when demand increases excessively, companies need to manage it to ensure production capacity remains sufficient to meet market demand without sacrificing product quality.

The results of this study confirm that effective marketing must be flexible and adaptive to changes in the business environment. Companies that can adapt their marketing strategies to changing market demands will have a greater chance of maintaining long-term business sustainability.

4.3 Marketing Contribution to Financial Achievement

Based on the study's findings, marketing makes a significant contribution to a company's financial performance. Marketing success directly impacts increased sales, revenue, profits, and business sustainability.

a. Cash Flow Stability

Effective marketing can generate sustainable sales, thereby ensuring a company generates regular income. A stable cash flow is crucial to support various company operational activities, such as employee salaries, raw material purchases, distribution costs, promotional expenses, and various other obligations.

Without effective marketing, companies will struggle to sell their products, leading to decreased revenue and disruptions to operational activities. Therefore, marketing is a key factor in maintaining a company's financial health.

b. Profit Optimization

Besides increasing sales, marketing also contributes to increasing company profits. The right marketing strategy allows companies to use resources more efficiently, thus reducing marketing costs without compromising promotional effectiveness.

Selecting the right target market, using appropriate promotional media, and managing distribution channels efficiently can help a company achieve greater profits. Therefore, marketing success is measured not only by sales volume but also by the ability to generate optimal profits.

c. Business Sustainability

The most important contribution of marketing is creating business sustainability. Through high customer satisfaction, companies can build consumer loyalty. Customer loyalty is a valuable asset because it can generate repeat purchases and reduce the cost of acquiring new customers.

Loyal customers are also more likely to recommend others, helping companies expand their market naturally through word-of-mouth promotion. Thus, marketing not only generates short-term profits but also creates a sustainable source of revenue for the future.

4.4 Synthesis of the Relationship between Marketing Strategy and Business Objectives

Based on the overall analysis, it can be understood that marketing strategy is closely related to achieving entrepreneurial business goals. Marketing strategy does not stand alone; rather, it serves as a link that unites all organizational functions in achieving company goals.

Marketing provides information to production regarding market demand for products, assists finance in estimating revenue and investment needs, and serves as a guide for human resources in improving the quality of customer service. In other words, marketing serves as a coordinating center, directing all organizational activities to align with consumer needs.

Furthermore, marketing strategy also plays a role in creating a competitive advantage that allows a company to survive in the competition. Companies that are able to understand customer needs, offer better value, and build strong relationships with consumers will have a superior position compared to their competitors.

Thus, the study results indicate that marketing's contribution to achieving entrepreneurial business goals is holistic. Marketing influences not only sales but also strategic decision-making, financial performance, customer loyalty, product innovation, and long-term business sustainability. Therefore, the success of an entrepreneurial business depends heavily on the company's ability to design and implement effective, adaptive, and consumer-focused marketing strategies

CONCLUSION

Based on the results of the study and discussion, it can be concluded that marketing strategy is a vital instrument in entrepreneurial business that functions beyond mere sales activities. An effective strategy is rooted in a shift in leadership philosophy from a production orientation to a social marketing orientation, where customer satisfaction and community well-being are the top priorities for achieving long-term success. Marketing contributes significantly through adaptive demand management, which enables entrepreneurs to respond to market dynamics in both latent and declining demand conditions—to maintain operational stability.

Financially, marketing plays a key role in driving cash flow and achieving profits, which are the foundation for a company's growth. Furthermore, marketing serves as a coordinating center, aligning production, finance, and personnel functions so that the entire organization moves toward a common goal. Therefore, implementing the right marketing strategy not only ensures business survival amidst intense competition but also ensures the achievement of strategic entrepreneurial goals holistically and sustainably.

SUGGESTION

Based on the research results, several recommendations can be made. First, business owners are expected to understand the importance of implementing marketing strategies tailored to market needs to increase their competitiveness. Second, entrepreneurs need to leverage developments in digital technology and social media as a means of more effective promotion and communication with customers. Third, further research is expected to expand this study by using field data or case studies of real businesses to make the results more applicable and comprehensive.

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