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Which Components Social Capital Influences Marketing? The Case of Local Food Processing Micro Small Medium Enterprises in Payakumbuh City, Indonesia

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Abstract-A good market supports good business, and this hardly occurs with Micro, Small and Medium Enterprises (MSMEs), based on the limited production capacity. In addition, they often have difficulty competing with similar products obtained from established and large-scale suppliers, therefore, growing and maintaining the MSMEs business requires capital, availability of markets, networks, and skilled human resources, which needs to be bonded through social capital. This study aims to analyze the effect of social capital on marketing and how much influence it has on marketing. This study used survey method involving 98 respondents of MSMEs entrepreneurs, all was agriculture processing based MSMEs. Furthermore, the results showed that all social capital elements (beliefs, norms, and networks) simultaneously influenced marketing, seen from the R square value = 0.519, with the F test of 34.2. Mean while, the t-test indicated the effect of all independent variables, specifically with Y (Marketing value), X1 (Trust Value), X2 (Norm Value), and X3 (Network Value). These findings confirm the significant positive effect of each social capital element (trust, norm, and networking) on marketing. This research suggests that running a business requires MSMEs to optimize social capital, particularly in the aspect of marketing network development.

Keywords : local food processing, business, marketing, micro small medium enterprises, social capital

Introduction

Product marketing involves the identification of the right market place, which is the first step to determine the appropriate time to embark on a new business opportunity. These activities, specifically for SMEs (Small and Medium Enterprises), tend to be more informal and reactive to prospective markets (Izvercian et al., 2016). Also, a specific increase subsequently improves the welfare of Micro, Small, and Medium Enterprises (MSMEs) actors, therefore, leading to the prosperity of a country's economy. This outcome depends partly on the total amount of products created by labor, and to some extent on the value of products obtained from business activities.

MSMEs are, therefore, able to absorb a large portion of the labor force, as seen in Indonesia, where contributions are made towards improving the economic sector, which is similar to the practice in other countries worldwide. According to the OECD, it has been established that MSMEs globally absorb an average of 70% of the labor force, while those in Indonesia constituted about 99.99% of the national economy. In addition, they are known to absorb 97.30% of the workforce and contribute 62.57% to GDP, based on MSMEs Ministry data obtained in 2016. These practices subsequently help to overcome economic crisis, through the incorporation of excess labor, observed from the contributions generated in this sector.

These advancements have fluctuated through the time, while the enterprises have been unable to properly maintain personal businesses, due to the unpreparedness towards overcoming various obstacles, encompassing lack

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of capital, availability of skilled human resources, and marketing. Therefore, the development and maintenance of a business requires that these needs be met, in order to enhance its chances of survival through adequate product marketing.

According to Che Omar and Anas (2014), marketing problem share commonly faced by MSMEs, in addition to financial, management, and production challenges. Therefore, reaching the market with competitive advantage requires channeling work towards innovating and developing products and services, by means of paying attention to a customer needs (Zehir et al., 2015; Hacıoglu et al., 2012). Additionally, it is also known that social capital, encompassing good network, especially with customers, suppliers, and government institutions increases the company's competitiveness.

There is, therefore, the need for a binding network in the form of social capital, which confers a positive effect on product purchase, and strongly contribute toward the formation of a marketing network. This further increases business activities, demanding the building of this factor through a means that anticipates better informal connections with consumers, in order to obtain information for promotion (Felzensztein et al., 2014).

Social capital is an important business element adopted in the process of overcoming problems related to MSMEs marketing strategies, and a high dependence is often required to successfully obtain the necessary resources (Lindstrand et al., 2011). This possibly occurs in the form of trust, norms, and networks that are capable of assisting in the creation of solid relationships between the marketing actors.

In addition, governmental institutions also have a role to play in this promotion process, both in terms of business plans and marketing opportunities. According to Soulard et al., (2018), the support for improving strategic plans has been identified to also increase the bond that bridges social capital growth.

Building innovations geared towards improving sale share also needed to increase the foundation of social capital (Iturrioz et al., 2015), which is also attainable through entrepreneurial spirit, increasing marketing capabilities, and the enhancement of relational capital (Sulistyo & Siyamtinah, 2016). Therefore, an elevation in innovative strength subsequently encourages the increase in production capacity (Ranga et al., 2008).

According to Jafri et al., (2014), social relations and innovative capabilities tend to largely impact on the growth and sustainability of a company, thus intensifying the necessity to build and maintain good relations with other business actors and distributors. Moreover, there is also a possibility of earning social capital as an adhesive relationship, is seen in the role of networks and the nature of trust formed, as studies have shown its essentiality in the development of MSMEs community.

According to Partanen et al., (2008) social capital and its dimensions possess different and varied roles in this process, and also in the aspect of relationship maintenance. Thus, long term association always demands that trust is built with partners, in order to create sharing opportunities, and obtain a foothold in new markets (Lin & Lin, 2016). Meanwhile, the associated elements of social capital (trust, norms, and networks) have been known to influence marketing, although no research has diligently examined which is specifically the most effective. This study, therefore, aims to analyze how social capital influences and affects marketing.

Materials and Methods

Research Site

This study was conducted in Payakumbuh City, West Sumatra Province, Indonesia, which is one of the central areas for small and medium scale businesses in the food processing industry, specializing in crackers, rice-based foods, consisting of spicy cassava crackers, *batiah*, sticky rice, sweet toffee, fried corn, sweet roasted rice, fried cassava, beef product (*rendang*), and other foods derived from local agricultural products. Meanwhile, the number of small industries, according to the 2018 Payakumbuh City figures, was recorded at 1,541 units, of which most were engaged in small food industries, absorbing 4,593 workers (or 7.3%) out of the total 63,017 in the city's workforce.

Sampling Technique

The available population for this study were 1,569 units, thus, focusing on only those belonging to the food-based MSMEs, whittled the number down to 376. Furthermore, the selection criteria for samples determined in accordance with the study objective includes MSMEs based on local food, which consecutively reduces the number of eligible participants to 98 respondents, engaged in sweet potatoes, beans, corn and other processing industries obtained from the surrounding areas.

Data Collection Techniques

This study used the following techniques for data collection:

1. Survey by providing a questionnaire.
2. Observation : this involves activities conducted on ground by MSMEs entrepreneurs.

Research Variables and Methods of Measurement

The variables measured in this study include:

- a. Trust: This is the belief that others desire to respond as expected, and also that they support one another, measured by the frequency of communication, number of connections, and cooperation.
- b. Norm: This is a common habit in daily business-days within certain boundaries. Therefore, measurements were made in association with compliance, based on the protection of business against the prevailing norms in the community where their business group is incorporated in both written and unwritten terms. Thus, the measures used include obedience to customary and social values in the business community, good relations, business ethics, and business motivation.
- c. Network: This is a form of social structure that exists in the business field, which consists of individual or organizational elements. In addition, the network shows way in which the relationship between businesses are represented, initiated with what is known of daily life or in activities and the smooth running of the business, assessed using: number of communications, business relations, and relationships formed, as well as access to information and relations.
- d. Marketing: The level of revenue received by entrepreneurs from the sale of MSMEs products following the reduction of the remaining value of unsold goods, as stated in Kg.

Statistical Method

In accordance with the objectives of the study, it is necessary to test the effect of each variable, using the significance level of $\alpha = 0.05$, by with the assistance of the t test and F test on each, subsequently requiring the implementation of ANOVA. Therefore, the data obtained were analysed using a quantitative approach, while assessing the effect of social capital (trust, norms, and networks) elements on marketing required the use of multiple regression analysis.

Result

Characteristics of Micro, Small, and Medium Enterprises

The characteristics of business actors in this research area are observed from the type of trade, level of education, size of production, and gender. Therefore, products of MSMEs are often highly varied in terms of types and flavors. The results of field research identified several types of products by the target actors, including numerous spicy cassava crackers, fried cassava, several *rendang*, rice crackers, *kipang*, sweet roasted rice, *batiah*, sticky rice sweet toffee, and fried corn. These are obtained from local food-based processing industry groups, and the numerous types and variations in taste are an effort to diversify processed products, with the aim of developing markets and providing a myriad of flavors tailored to the consumers' preference.

Businesses run by MSMEs in this investigation have generally been operated for a long time, and continuity of trade is a major goal of, which is possibly obtain able on instances where there is a market to facilitate the produce.

Characteristic Respondent

Education Level

An elevation in product quality is often needed to corner the market, which is why quality is promoted by increasing human resource capabilities, subsequently enhancing business management with the purpose of building markets, and seeking related opportunities. Furthermore, Market-oriented education is expected to allot changes in the form of increased product quality.

Table 1. Education level of respondents

No	Education level	Frequency	%
1	Elementary school	17	17,3
2	Junior High School	22	22,4
3	Senior High School	58	51,1
4	University/Diploma	9	9,2
TOTAL		98	100

Table 1 shows the average educational level of respondents to predominantly be high school, equivalent to 51.1%. This shows that MSME actors possess sufficient knowledge in the aspect of managing businesses alongside the capability to maintain business continuity by looking for market opportunities, and also to make good use of those that are existing.

Labor at MSMEs

The existence of MSMEs in the study area is observed to be very helpful to the community around the business, because the workforce is largely sourced from the surrounding community. In addition, they are also known to provide a multitude of benefits, through the provision of opportunities for community members to promote the capacity to work. Moreover, labor does not require special skills, and a certain level of education, hence, worker absorption is often based on who need the jobs the most. Therefore, the results show the propensity for many MSMEs to adopt this practice as a solution to overcome job shortages, as shown in table 2 below.

Table 2 . Labor at MSMEs

No	Range of the number of labor	Frequency	%
1	1 -5	36	36,7
2	6-10	45	45,9
3	11-15	13	13,3
4	>16	4	4,1
Total		98	100

Table 2 shows that MSME actors absorbed labor in the range of 6-10 workers by 45.9%, with the majority having a positive impact on the economy of the surrounding community.

Age Respondents

The MSMEs in the study were dominated by workers of a relatively productive age, and this was due to the fact that a number of current businesses were established, although some are an central based, by up to a third-generation, and details are shown in Table 3:

Table 3 . Age of the respondents

No	Range Age	Frequency	%
1	25 – 35	8	8,2
2	36 – 45	37	37,8
3	46 – 55	34	34,7
4	56 - 65	17	17,3
5	>66	2	2
Total		98	100

Table 3 shows that SMEs are dominated by business actors within the age range of 36-45, by 37.8 %, also classified as productive workers. This indicates the possibility that the business in question is good at both accepting innovation and making marketing progress. Mean while, at a productive

age, it is expected that business actors have the foresight to develop marketable products and promoted advancements in technology and information, whichought to be absorbed quickly for marked progress.

Identification of The Product Marketing Channel

Products marketed by MSMEs are often channelled through areas outside of Payakumbuh city, carried out by business actors through several methods, including entrusting products to outlets, distributors, and also direct marketing to consumers. In addition, there are four main models adopted, which are illustrated in Figure 1 below

Figure 1. Marketing Channel product by MSMEs

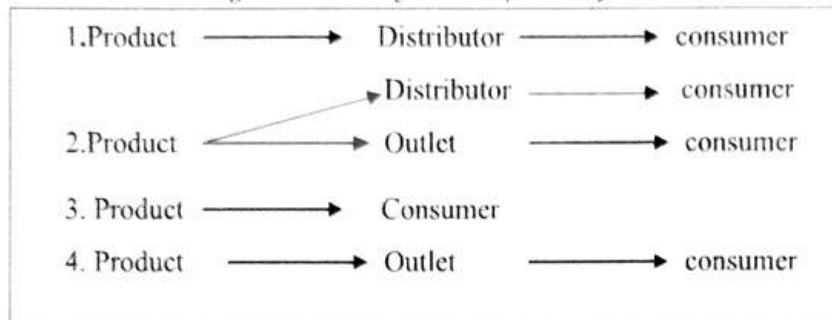


Figure 1 shows various marketing systems conducted by businesses to market products, indicating success on instances where other people are needed as a network, in order to reach consumers as end users, subsequently demanding distributors or outlets. In addition, the interview results also identified the practice of using social networking in marketing, which according to Vásquez & Escamilla, (2014), unfolds numerous opportunities, although there is a need for adequate knowledge in product use. Furthermore, there are also barriers towards social media adoption for marketing because not everyone possesses the same technology, although some consider it as a promising avenue of communication in the process (Dahnil *et al.*, 2014).

Social Capital and How it Affects Marketing

This study establishes that all elements of social capital affect SMEs in the aspect of product marketing, and the use of various means, and other people as agents confers the benefit of a mutually beneficial relationship to create an increase sales. Therefore, the related elements that specifically affects marketing are stipulated as follows:

Trust

Little cooperation was observed as a manifestation of interconnection among fellow MSMEs, because business actors consider each other to be a competition, therefore making it risky to cooperate. However, several advantageous activities accompany the choice to have a business partner, including: the purchase and borrowing of raw materials. Therefore, the lack of trust in marketing tends to enhance the difficulty to properly conduct marketing within a competitive industry.

Norm

There are no formal rules for MSMEs actors, due to the attachment with fellow counterparts, based on habits that exist in the community. For instance, product marketing is not conducted with distributors that have already been engaged by a competitor with similar merchandise. This social norm refers more to the rules and social etiquettes adopted by individuals in their interactions.

In this research, it is established that associations owned by business actors are merely informal and not binding, hence, there are no binding sanctions on compliance with these rules.

Network

The business network formed in an MSME tends to help in maintenance and also increase the number of customers. These efforts geared towards increasing network, intensifying the marketing sphere and customer

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numbers include, the provision of price reductions, loyalty prices, and carefully listening to the demands of consumers.

The results of testing each element of social capital that affects marketing are as follows:

Test Value of each variable

The analysis was carried out on all variables estimated to affect MSME product marketing, using multiple regression techniques. In addition, the measurable variables employed in this study include Marketing (Y), as dependent, while Trust (X1), Norms (X2), and Network (X3) were independent. Subsequently, the processed products from the SPSS program version 22 are shown in Table 4.

Table 4. The value of testing each variable
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.519	.504	66.59335

The summary model was generated in order for the R-value of 0.721 to be illustrated as 72.1%, where 0.519 shows that marketing as independent factors confers a 51.9% influence on the dependent variable, while 48.1% is influenced by other variables not included in this research.

F Test (Simultaneous Test)

The F test value is used to evaluate the propensity of independent variable simultaneously influencing the dependent, as illustrated in the following Table 5.

Table 5. Results of testing each variable (ANOVA)
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	455031.910	3	151677.303	34.203	.000 ^b
	Residual	421294.050	95	4434.674		
	Total	876325.960	98			

a. Dependent Variable: marketing

b. Predictor (Constant): trust,norm,network

The value of the F test obtained was 34.203, with a significance of 0.000, because the levels was <0,05, thus, Trust (X1), Norms (X2) and Networks (X3), simultaneously affect marketing (Y).

Partial Test

The partial test was conducted for each variable, with the aim of testing each independent variable (Trust, Norms, and Networks) partially, using the t-test.

Table 6. Results of testing the value of coefficients

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
(Constant)	13.178	78.522		.168	.867
Trust	4.833	2.710	.153	1.783	.078

Norm	9.552	5.516	.158	1.732	.087
Network	19.820	3.372	.525	5.878	.000

a. Dependent Variable: Marketing

From the results produced with SPSS, it is seen that the t-test for Trust variable (X1) is 1.783, while that for Norm (X2) was 1.732, and Network (X3) was 5.878, if the value of t-table test is 1.671, sig. at 0.01. This test results show that all independent variables influence the marketing of MSMEs products, based on the values obtained for each, and the following equation was attained:

$$Y = 13,178 + 4,833 (\text{Norm}) + 9.552 (\text{Trust}) + 19,820 (\text{Network})$$

Income distribution of MSMEs

The distribution of MSMEs actors' income level was observed to be vastly varied because of the classification into the subgroups of Micro, Small and Medium businesses, which are not collectively on the same scale. Therefore, the results showed the adjustment of income levels in accordance with the product, and the scale of the MSMEs, as well as the market determinants of products sold. In addition, the details are expressed in Table 7 below.

Table 7 : Income distribution to MSMEs

No	Revenue Range (000)	Frequency	%
1	20.001 – 30.000	4	4
2	30.001 – 40.000	7	7
3	40.001 – 50.000	6	6
4	50.001 – 60.000	8	8
5	60.001 – 70.000	16	16
6	70.001 – 80.000	20	21
7	80.001 – 90.000	22	23
8	90.001 – 10.000	9	9
9	>100.000	6	6
Total		98	100

In Table 7, the income level of MSMEs entrepreneurs in Payakumbuh City were shown to exhibit variations, where some exceeded hundreds of millions, while others (about 4%) were within the range of 20-30 million rupiah, indicating the promising characteristics of the food processing business in Payakumbuh City. Therefore, the continuity of sales increment demands that MSMEs increase in their ability to build marketing networks.

Discussion

From the findings, it was established that social capital influences marketing, therefore indicating the propensity of promoting the build up of existing related tools that lead to the continuity of marketing enhancements. This research is supported by Habersetzer *et al.* (2019) where it was stipulated to play a role in creating interest in a

company activities, and also in the increment of company growth reaches, subsequently improving the efficiency of the business organization (Sozbilir, 2018).

Trust positively influences the manner through which necessary market information is conveyed between business actors and customers, consequently contributing to an expansion in product marketing, although a different influence is observed between individual actors (Keszey, 2018). In addition, an increase in marketing tends to impact on improving company performance, which was in accordance with the study of Nisar *et al.*, (2018).

An endeavor to increase marketing required that MSMEs strive to improve service to both consumers and distributors. This is where information becomes a very important parameter, in promoting businesses to gain access to new markets, as groups and individuals. According to Ioanit *et al.*, (2018) customers tend to play a role in this aspect on instances where they exhibit an interest in the business. This occurs when the interaction of business actors with customers and distributors ensues smoothly, thus, attempts are made to maintain good relationships as a part of their network. According to Hernández-Carrión *et al.*, (2019), associations formed contribute to the assessment of resources needed, and the growth of a stronger relationship leads to easier exchange.

Business actors with strong links tend to increase marketing, and according to Gilmore *et al.*, (2006) SMEs become proactive in this regard with intensified efforts. Therefore, networking is an important business dimension, where marketing requires a broad type, in order to cause a rapid increase. This research, therefore, recognizes the importance of social capital for the improvement of product marketing, and the establishment of relationships with other actors, in an attempt to continue expanding a marketplace. Furthermore, new insights are expressed, with the assumption that social capital becomes a necessity, especially in the aspect of establishing communication, in forming business networks.

Conclusion

MSMEs continue to improve the personal capacity to foster networks with distributors, as a marketing strategy, while cooperation and prevailing norms are utilized in the production and marketing of products. In addition, the test results show the simultaneous effect of all social capital elements on marketing, as seen from the calculated value of F (34.203), which is greater than table value. Furthermore, the t-test also shows the influence of all independent variables on the dependent, where the R square indicates that marketing was only affected by up to 51.8%, while 48.2% was due to other variables that were not included in the scope of this study, hence, it is advisable to include others in subsequent research. Moreover, the level of MSMEs income was mostly at level 7, within a range 80.000.000 – 90.000.000.

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