

# Impact of digital knowledge on the adoption of digital marketing in the ron sejahtera women's farmer group, Cemani

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## ABSTRACT

**Background:** Ron Sejahtera Women Farmers Group (KWT) is an activity in the smallest sphere of society that has fresh and processed agricultural products. These products are difficult to market using traditional methods, so the potential for using digital marketing is wide open. The adoption of digital marketing is important in order to be able to develop broader marketing. The adoption of digital marketing as a form of digital technology development is influenced by knowledge, perceptions of digital marketing, and daily consumer behavior. **Methods:** This research is an experimental research with 30 respondents located at KWT Ron Sejahtera in Cemani Village. The analysis method uses logit regression to determine the factors that influence the adoption of digital marketing and the t-test to assess the effectiveness of socialization as a form of knowledge addition about the adoption of digital marketing. **Finding:** The results show that knowledge has an important role in adopting digital marketing with socialization. Socialization significantly increases the knowledge of KWT Ron Sejahtera members. Other factors that influence the adoption of digital marketing in KWT Ron Sejahtera are knowledge about digital marketing, perception towards digital marketing, and participation as a member of KWT Ron Sejahtera. **Conclusion:** Increasing knowledge through socialization is important to be initiated by the government, private sector, and other stakeholders.

**KEYWORDS:** digital marketing; digital marketing adoption; e-commerce; women's farmers group; knowledge

## 1. Introduction

Information and communication technology development has brought significant changes in various aspects of life, including marketing. Along with this development, business actors have begun to develop marketing towards digital, which is often called digital marketing. Digital marketing can help open up opportunities for demand by utilizing the advantages of the Internet with innovative systems and applications (Asmawati et al., 2024; Mazwan et al., 2022). Online trading applications commonly called e-commerce in Indonesia include Tokopedia, Shopee, Bukalapak, and others (Fig. 1). E-commerce has become a global phenomenon, changing how consumers and business actors interact. Traditionally, business actors and consumers usually meet in a place/market to transact,

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but with digital marketing, business actors and consumers do not need to meet in person but online through online trading applications or e-commerce. In addition, many business actors introduce and market their products through social media such as Facebook, Instagram, and WhatsApp. It requires business actors to have innovation and strategies in carrying out digital marketing (Sunandes et al., 2024).

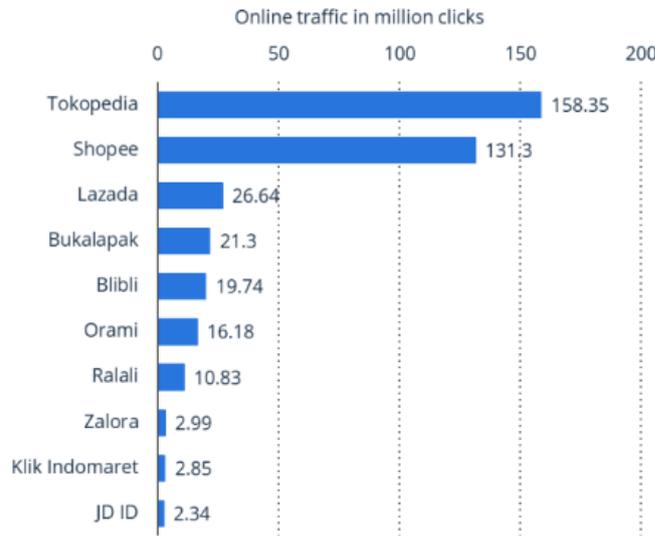


Fig. 1. Number of e-commerce website visits in Indonesia for the second quarter of 2022 (PDSI, 2024)

The e-commerce development in Indonesia continues to increase (Fig. 2). This is driven by increasing internet penetration, digital technology adoption, and consumer behavior changes. The condition of internet penetration and adoption of digital technology that continues to be encouraged by the government is an opportunity for business actors to start shifting to digital marketing, especially in small and medium industries on a household scale (Nanda et al., 2023; Puspita et al., 2024).

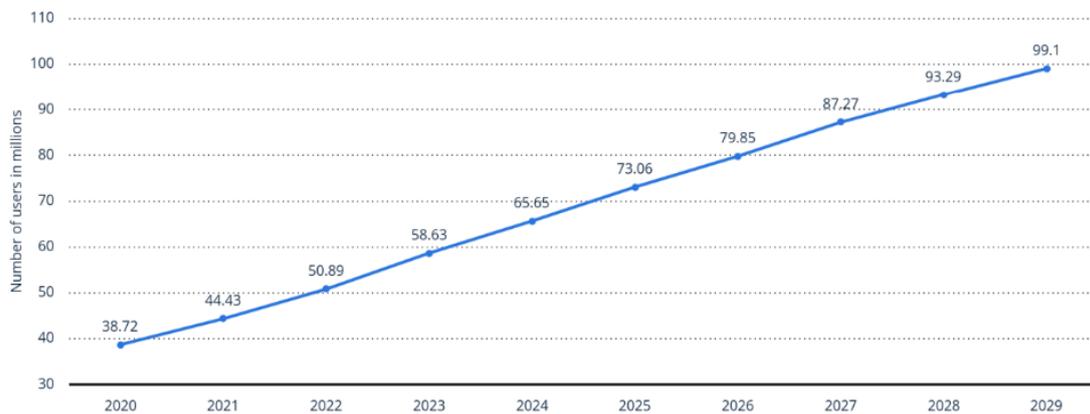


Fig. 2. Number of e-commerce users in Indonesia for the period 2020-2029\* (PDSI, 2024)

The Ron Sejahtera Cemani Women Farmers Group (KWT) is a housewife activity unit in Cemani Village, Grogol District, Sukoharjo Regency. KWT Ron Sejahtera focuses on producing and marketing agricultural products and was established in 2023 with 32 members. KWT Ron Sejahtera's activities are horticultural and livestock production efforts such as spinach, water spinach, mustard greens, chilies, eggplant, shallots, catfish, chickens, and rabbits. The products of KWT Ron Sejahtera's activities are fresh products and

processed foods that are easily damaged and do not last long. Therefore, the resulting products must be sold immediately to avoid losses. The main problem with KWT Ron Sejahtera is the difficulty in marketing and selling harvested products. One way to market and sell products faster is through digital marketing (Putra et al., 2023). Digital marketing can be done through e-commerce. Food and beverages are the third most purchased items by consumers on e-commerce after fashion/clothing and beauty products (Fig. 3).

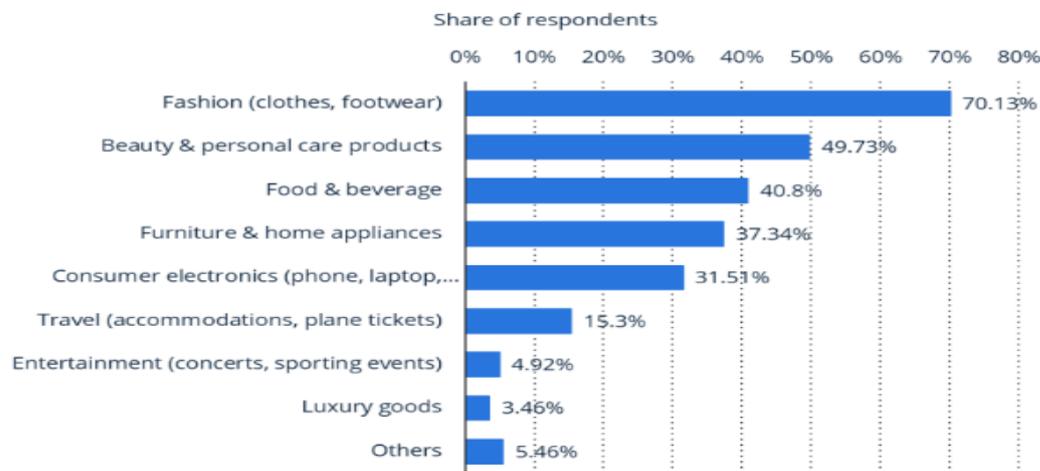


Fig. 3. Goods purchased via e-commerce in Indonesia in January 2023 (PDSI, 2024)

Food and beverage products have the potential market through e-commerce. The results of KWT Ron Sejahtera's fresh food products have the potential to be marketed through e-commerce. The implementation of e-commerce in marketing KWT Ron Sejahtera products has not gone as well as in the research of Asmawati et al. (2024). There are still obstacles, such as a lack of understanding of technology, limited human resources, and limited access to relevant training (Panggelo et al., 2024). One way to encourage KWT Ron Sejahtera to be able to market their harvest products quickly and optimally is to encourage members of KWT Ron Sejahtera to adopt the use of e-commerce. The low adoption of the use of technology, primarily e-commerce, at the minor community unit level, such as women's farmer groups (KWT), is caused by one of the reasons : limited knowledge and understanding of the technology (Adi et al., 2023; Asmawati et al., 2024). The knowledge of KWT Ron Sejahtera members influences their views on the acceptance of a new technology or product, in this case, e-commerce (Irawan, 2023). The more someone knows something, the more they will understand the advantages and disadvantages of a technology or product, which will later influence their willingness to adopt or use it. This study uses socialization to increase the knowledge of KWT Ron Sejahtera members regarding digital marketing (Abdillah & Sholihah, 2023; Sunandes et al., 2024). Therefore, this study aims to determine the effectiveness of socialization in increasing digital marketing literacy and the factors that influence digital marketing adoption in KWT Ron Sejahtera.

## 2. Methods

This research is an experimental study. The approach method in this research is pre-experimental, specifically one group pretest-posttest, where respondents answer several questions before and after the treatment. In this study, an additional treatment in the form of socialization regarding digital marketing was conducted. The research was conducted in Cemani Village, Grogol District, Sukoharjo Regency, Central Java Province. The selection of Desa Cemani was based on its selection for the Smart Village Digital Village program. This program supports the acceleration of technology adoption and its implementation in

various fields in Cemani Village. As many as 30 housewife respondents who are members of the PKK and KWT were interviewed to obtain data on characteristics, digital marketing literacy, and perceptions of digital marketing. The selection of research samples was conducted using purposive sampling, considering that the respondents are members of the PKK in Cemani Village and have basic knowledge of digital marketing.

To analyze the effectiveness of socialization in digital marketing and perceptions of digital marketing, this study utilizes the Likert Scale as a measurement tool. This scale, which has been proven in social and market research, allows us to delve into respondents' perceptions and attitudes toward various aspects of socialization in digital marketing campaigns (Sekaran & Bougie, 2016). By formulating sharp and representative statements for each dimension, we can use the Likert scale to measure the level of agreement or disagreement of respondents (Sugiyono, 2017). Thus, the Likert Scale is capable of providing a systematic and measurable analytical framework, allowing us to objectively evaluate the effectiveness of digital marketing socialization and gain valuable insights for strategic decision-making, as shown in Table 1.

Table 1. Digital Marketing Socialization Analysis Questionnaire

No	Question	Likert Scale (1 - 5)
1	I enjoy using e-commerce platforms to sell.	1 2 3 4 5
2	I find it easier to use e-commerce for selling than traditional methods.	1 2 3 4 5
3	I feel that using e-commerce makes me more aware of the details of a product/item.	1 2 3 4 5
4	I feel that selling using e-commerce is more profitable.	1 2 3 4 5
5	I feel that I have a better understanding of selling using e-commerce.	1 2 3 4 5
6	I feel that using e-commerce is an innovation in selling.	1 2 3 4 5
7	I don't mind the additional fees charged when selling using e-commerce.	1 2 3 4 5
8	I feel left behind if I don't use e-commerce.	1 2 3 4 5

A clear explanation of how effective the socialization conducted in digital marketing can help in the data processing and finding the right conclusions. In Table 1, each statement is measured using a 5-point Likert scale, namely: (1) Strongly agree; (2) Agree; (3) Neutral; (4) Disagree; (5) Strongly disagree.

### 2.1 Logistic regression

This analysis is conducted to determine the factors that influence respondents' interest in using e-commerce. The dependent variable (Y) used in this study is a dichotomous variable, which indicates whether the respondents are interested in adopting digital marketing or not. Therefore, the analysis method used is logistic regression. The logistic regression method is one of the statistical methods used to analyze the relationship between a dependent variable that is categorical (binary or multinomial) and one or more independent variables (Hair et al., 2010). Logistic regression allows us to predict the probability of digital marketing adoption based on individual or organizational characteristics (Hosmer et al., 2013). The logistic regression model is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 \quad (\text{Eq. 1})$$

Where:

Y = Chance for respondents to adopt digital marketing

$\beta_0$  = Intercept

$\beta_i$  = Regression coefficient

$X_1$  = Knowledge of e-commerce usage

$X_2$  = Perception of e-commerce for business

$X_3$  = KWT membership

$X_4$  = Education level

## 2.2 Goodness of fit test

The Goodness of fit test is conducted using the Hosmer and Lemeshow Test. The Hosmer and Lemeshow test is used to show that the model is consistent with the observed values. A model is said to fit the data if the significance value is greater than the alpha level ( $\alpha$ ). A model is said to be accurate and suitable for use if there is no significant difference between the model and its observed values.

## 2.3 Wald test

The Wald test is used to examine the influence of variable coefficients partially. The formula for the Wald test statistic is:

$$W = \frac{\beta_1}{SE(\beta_1)} \quad (\text{Eq. 2})$$

Where:

$\beta_1$  = Regression coefficient

$SE(\beta_1)$  = standard error of  $\beta_1$

W statistic follows a normal distribution (Z), if the value of  $W > Z\alpha/2$  two-tailed p-value of the W statistic is less than the significance level ( $\alpha$ ), then the decision is to reject  $H_0$ , meaning the independent variable has a significant or substantial effect on the response variable.

The independent variable is said to have a significant effect on the response variable when the p-value is smaller than the acceptable error level ( $\alpha$ ) used in this study, which is 10%. If the p-value from the W statistic is smaller than the error level ( $\alpha = 0.10$ ), then the decision is to reject  $H_0$ , meaning that the independent variable significantly affects the response variable.

## 2.4 Odds ratio

The odds ratio is the ratio of the probability of choice-1 (interested) to the probability of choice-0 (not interested). A positive coefficient indicates an odds ratio greater than one, which suggests that the likelihood of option one "1" occurring is greater than the likelihood of option zero "0" occurring. Next, the coefficient with a negative sign indicates that the probability of the occurrence of option zero "0" is greater than the probability of the occurrence of option one "1".

$$\text{Logit}(p_i) = \ln\left(\frac{p_i}{1-p_i}\right) \quad (\text{Eq. 3})$$

Where:

$P_i$  = the probability of the event occurring

$P_i$  = the probability of an event not occurring

## 2.5 T-test method to determine the effectiveness of socialization as a form of knowledge enhancement

According to Ghozali (2012), T-test method is used to compare whether the average values are the same or significantly different. Stated with the following formula:

$$t = \frac{X_1 - X_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}}} \quad (\text{Eq. 4})$$

Where:

$X_1$  = average of the first sample

$X_2$  = average of the second sample

$S_1$  = variant of the first group

$S_2$  = variant of the second group

$n_1$  = many subjects of the first group

$n_2$  = many subjects of the second group

Where the decision rule is that if t-count  $\leq$  t-table, then  $H_0$  is accepted, whereas if t-count  $>$  t-table, then  $H_0$  is rejected.

### 3. Results and Discussion

#### 3.1 Characteristics

Respondents in this study were housewives who were members of the PKK and women's farmer groups (KWT) in Cemani Village, Sukoharjo. Respondent characteristics are described through information related to age, education, income, occupation, and membership in KWT. Respondent characteristics data are presented in Table 2.

Table 2. Respondent characteristics

Category	Freq.	%
<b>Age (years)</b>		
< 30	1	3.33
31 – 40	3	10.00
41 – 50	9	30.00
51 – 60	9	30.00
> 60	8	26.67
average	53.23	
<b>Education level</b>		
No School	1	3.33
SD	3	10.00
SMP	9	30.00
SMA	12	40.00
College	5	16.67
<b>Income (Rp million/month)</b>		
< 1	4	13.33
1 – 1,5	10	33.33
1.5 – 2	11	36.67
2 – 2.5	1	3.33
> 2.5	4	13.33
Average	1,755,000	
<b>Job</b>		
Housewife	18	60.00
Entrepreneur	5	16.67
Other	7	23.33
<b>KWT Membership</b>		
Member	7	23.33
Non-member	23	76.67

(Primary data analysis, 2024)

The majority of respondents are in the age range of 41-50 years and 51-60 years, with an average age of respondents of 53.23 years. This condition shows that the majority of

respondents are adults approaching the elderly. Regarding education level, respondents showed that 40% were high school graduates and 30% were junior high school graduates, while 16.67% had completed higher education (PT). A small portion, namely 10%, had Elementary School (SD), and only 3.33% had no education. This relatively high level of education shows the potential for empowerment that can increase productivity and family income. The average income of respondents is IDR 1,755,000/month. With an income distribution between IDR 1,500,000 to IDR 2,000,000/month, as many as 36.67% of respondents, 13.33% of respondents have income below IDR 1,000,000 and 13.33% above IDR 2,500,000/month. This distribution shows that most respondents are in the lower middle economic level. The majority of respondents (60%) are full-time housewives. In addition, there are 16.67% of respondents run self-employed businesses, and 23.33% have other jobs, such as teachers or school teachers. Meanwhile, participation in KWT shows that 76.67% of respondents are not members of KWT, while only 23.33% are members. This low level of participation indicates the potential to increase the involvement of housewives in KWT activities, which can be a forum for economic and social empowerment.

### 3.2 Perception of digital marketing

In this section, the perceptions of housewives who are members of PKK and KWT in Cemani Village, Sukoharjo Regency, regarding using digital marketing (e-commerce) to support business are analyzed. In addition, it also evaluates changes in perception after being given socialization. The results of the analysis are presented in Table 1.

Table 3. Perception of digital marketing

No	Items	Before	After	Difference
1	I enjoy using e-commerce platforms to sell.	77.33	86.00	8.67
2	I find it easier to use e-commerce to sell than traditional methods	76.00	82.00	6.00
3	I feel that using e-commerce makes me more aware of the details of a product/item.	74.67	82.67	8.00
4	I feel that selling using e-commerce is more profitable	69.33	82.00	12.67
5	I feel that I have a better understanding of selling using e-commerce.	63.33	74.00	10.67
6	I feel that using e-commerce is an innovation in selling.	79.33	87.33	8.00
7	I don't mind the additional costs charged when selling using e-commerce.	68.67	72.67	4.00
8	I feel left behind if I don't use e-commerce.	80.67	79.33	- 1.33
Average		73.67	80.75	7.08

(Primary data analysis, 2024)

Based on the analysis, it can be explained that the average respondent's perception of the use of e-commerce to support business is at a score of 73.67%, which reflects a good level of acceptance. This score indicates that respondents have understood the potential of using e-commerce to increase sales and consumer reach. After socialization, the respondent's perception increased to 80.75% (on average). It indicates a positive influence on the educational program provided.

The overall average change in respondent perception was 7.08%. It shows that socialization regarding digital marketing has a positive impact on increasing the acceptance and understanding of homemakers towards using e-commerce as an effective tool in supporting business. The results of the Paired Sample T-test showed a sig. (2-tailed) value of 0.016, meaning there was a statistically significant difference between respondent perceptions before and after socialization. It shows that socialization that is provided effectively can provide respondents with knowledge and understanding about the benefits of using e-commerce.

The indicator that experienced the most significant increase was the perception of the benefits of selling using e-commerce, which increased by 12.67%. It shows that the socialization material on digital marketing that was carried out successfully increased awareness of the economic benefits that can be obtained from digital marketing. In other words, respondents better understand that e-commerce can be an effective platform for increasing sales and income. The indicator "feeling left behind if not using e-commerce" decreased from 80.67% to 79.33% (-1.33%). However, this decrease can be interpreted as a sign that the socialization participants already understand the benefits of e-commerce so that they no longer feel pressured to use it immediately.

These results show that housewives who are members of the PKK and KWT Desa Cemani have great potential to utilize e-commerce to support their businesses. The increase in understanding after socialization indicates the importance of educational programs to encourage digital technology, such as digital marketing with e-commerce. In addition, positive perceptions of sales innovation and ease of use indicate that respondents have accepted this technology as an important option that can be applied to support their businesses.

Digital marketing socialization can be a strategic step in encouraging economic empowerment for the housewife community. Providing additional training and supporting e-commerce adoption can maximize opportunities for increasing income and business productivity. In addition, other factors can also influence increased perception, such as accessibility of technology and ease of use of e-commerce platforms. However, several obstacles still need to be overcome, such as lack of capital and limited hard-skill knowledge. To overcome these obstacles, there needs to be a more intensive mentoring program and support from the government and related institutions to provide access to quality financing and training. Thus, the potential of e-commerce in empowering the community's economy, especially housewives, can continue to be developed.

### 3.3 Factors influencing digital marketing adoption

This analysis was conducted to determine the factors that influence respondents' interest in using e-commerce with logistic regression. Logistic regression analysis is used to explain the relationship between dependent variables in the form of binary data with independent variables. The dependent variable used in this analysis is the respondent's interest in using e-commerce or not. The independent variables used consist of four variables, namely knowledge of the use of e-commerce, perception of e-commerce for business, KWT membership, and education level. The results of the logistic regression analysis are presented in Table 4.

Table 4. Logistic regression results

Variable	Coeff.	Wald	Sig.	Odd Ratio
Constant	-9.154	4.205	*0.040	0.000
X <sub>1</sub> Knowledge of e-commerce use	1.414	3.154	*0.076	4.110
X <sub>2</sub> Perception of digital marketing	2.616	3.921	*0.048	13.682
X <sub>3</sub> KWT Membership	4.073	3.125	*0.077	58.737
X <sub>4</sub> Education level	-0.263	1.917	0.166	0.768
Omnibus Tests of Model Coefficients	Chi-Square	18.648	Sig.	0.001
Nagelkerke R Square	0.621			
Hosmer and Lemeshow Test	0.152			
Classification plot	80			

Note: \*) Significant at  $\alpha$  10%

Based on the results of the logistic regression model test in Table 4, the logistic regression equation obtained is:

$$Y = -9.154 + 1.414X_1 - 2.616 X_2 + 4.073 X_3 - 0.263X_4 \quad (\text{Eq. 5})$$

Where:

Y = Opportunity for respondents to adopt digital marketing

X<sub>1</sub> = Knowledge of e-commerce use

X<sub>2</sub> = Perception of digital marketing

X<sub>3</sub> = KWT membership

X<sub>4</sub> = Education level

In the logistic regression analysis, several parameter tests were carried out to see the results of the model used. The parameter tests carried out in the logistic regression analysis were overall (simultaneous) using Omnibus Tests of Model Coefficients, goodness of fit tests, Nagelkerke R-Square, partial tests with Wald tests, and classification plots.

Goodness of fit test is conducted using the Hosmer and Lemeshow Test. The results of the analysis show that the significance value of the Hosmer and Lemeshow test of 0.152 is more significant than  $\alpha$  10%, so it can be concluded that the model is acceptable. Hypothesis testing can be carried out because there is no significant difference between the model and the observed value at a significance level of 90%.

Simultaneous testing using Omnibus Tests of Model Coefficients was carried out to determine the effect of independent variables in the model together on the dependent variable. The results of the analysis show a significance value of 0.001. This value is smaller than  $\alpha$  10%, which means that the independent variables together can explain the dependent variable in the model.

Nagelkerke R-Square shows the ability of independent variables to explain the diversity of dependent variables in the model. The results of the analysis show a Nagelkerke R-Square value of 0.621. This means that the independent variables in the model can explain the diversity of dependent variables by 62.1%.

The classification plot shows the model's ability to predict dependent variables. The analysis results show that the model to predict the probability of the dependent variable occurring correctly is 80%.

A partial test using the Wald Test was conducted to partially analyze the influence of independent variables on dependent variables. Based on the results of the analysis, three independent variables were found to have a significant effect on the dependent variable, namely Knowledge of the use of e-commerce, Perception of digital marketing, and KWT Membership.

Respondents' knowledge of the use of e-commerce is an important factor influencing interest in adopting digital marketing. Based on the analysis results, it can be explained that knowledge of the use of e-commerce has a positive effect on respondents' interest in adopting digital marketing. The Odd ratio value of 4.110 means that respondents with more knowledge of using e-commerce have a 4.110 times greater chance of adopting digital marketing, *ceteris paribus*.

In general, respondents' knowledge of the use of e-commerce can be categorized into three: 1) can only use; 2) can create an account and use; and 3) can use it to support business. Good knowledge gives respondents confidence in using the e-commerce platform and utilizing the available features, thus increasing interest in adopting digital marketing. This finding is consistent with the results of research (Bastomi et al., 2023), which states that digital literacy has a significant positive influence on the intention to become a digital-based entrepreneur. This indicates the importance of educational programs that can increase respondents' understanding of the use of e-commerce to encourage the adoption of digital marketing.

Respondents' perceptions of digital marketing also have a positive effect on respondents' interest in adopting digital marketing. The odds ratio value of 13,682 means that respondents with a better perception of digital marketing are 13,682 times more likely to adopt digital marketing.

Respondents with a better perception of digital marketing are likelier to adopt this technology. Positive perceptions, such as ease of use, potential benefits, and innovation offered by digital marketing, play an important role in encouraging respondents' interest.

This finding is consistent with the results of research (Rahman & Dewantara, 2017), which states that perceptions of usefulness and ease of use affect increasing interest in online shopping sites. It shows that socialization or training programs to increase respondents' acceptance of digital marketing are important in increasing the adoption of digital technology among housewives.

Respondents' participation in KWT has a positive effect on respondents' interest in adopting digital marketing. The odds ratio value of 58,737 means that respondents who are members of KWT have a 58,737 times greater chance of adopting digital marks.

#### **4. Conclusions**

Knowledge plays an important role in the adoption of digital marketing at KWT Ron Sejahtera. The existence of socialization regarding digital marketing as an effort to enhance the knowledge of KWT Ron Sejahtera members can significantly increase the members' knowledge. Another factor influencing the adoption of digital marketing in KWT Ron Sejahtera is knowledge about digital marketing, perception of digital marketing, and participation as members of KWT Ron Sejahtera. The knowledge gained from digital marketing socialization provides a new perspective for KWT Ron Sejahtera on the importance of marketing KWT Ron Sejahtera's products to achieve maximum profit through digital technology. This perspective will significantly change the perception of digital marketing and ultimately influence its adoption. The increase in digital marketing adoption will make it easier for KWT Ron Sejahtera to access the market and acquire consumers with a broader scope, thereby increasing the likelihood of selling their products. Therefore, it is crucial that the government, private sector, and other stakeholders initiate the enhancement of knowledge through socialization. The socialization not only increases the knowledge of KWT Ron Sejahtera but also serves as the beginning of developing sustainable businesses based on women's farmer groups.

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#### **Author Contribution**

Conceptualization, D.S. and D.N.S.; Methodology, D.S.; Software, D.S.; Validation, D.S., D.N.S., and M.F.Y.P.; Formal Analysis, D.S.; Investigation, D.N.S.; Resources, R.Y.S.; Data Curation, D.S.; Writing – Original Draft Preparation, D.S.; Writing – Review & Editing, D.H.S. and R.Y.S.; Visualization, D.S.; Supervision, D.N.S.; Project Administration, R.Y.S.; and Funding Acquisition, M.H.Y.P.

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#### **Ethical Review Board Statement**

Ethical review and approval were waived for this study as it involved minimal risk and only collected anonymized survey responses, with no personally identifiable information.

#### **Informed Consent Statement**

Informed consent was obtained from all subjects involved in the study.

#### **Data Availability Statement**

The datasets generated and/or analyzed during the current study are not publicly available due to privacy concerns and ethical restrictions. However, anonymized or aggregated data

may be made available upon reasonable request, subject to approval by the relevant ethics committee or institutional review board. Interested parties may contact the corresponding author for further information.

This statement aligns with the journal's commitment to promoting transparency while respecting ethical and legal constraints..

### Conflicts of Interest

The authors declare no conflict of interest. The funders had no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript; or in the decision to publish the results.

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