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## The Influence Of Digital Marketing & Innovation On The School Performance

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**Abstract:** This study aims to analyze the effect of digital marketing on school performance, the influence of innovation on school performance and the influence of digital marketing on school performance. The analytical method used in this research is structural equation modeling (SEM) to determine the causal relationship between latent variables contained in structural equations. The analysis tool used is with the help of Smart PLS. The method used in this research is quantitative methods, data collection methods by distributing questionnaires to the teacher. The results of the questionnaire returned were 150 respondents. Based on the results of data analysis, it is concluded that innovation has a significant effect on teacher performance, digital marketing has no significant effect on teacher performance, digital marketing has a significant effect on innovation.

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**Keywords:** Digital Marketing, Innovation, School Performance

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### INTRODUCTION

The use of the internet in Indonesia is currently very large, around 132 million people in 2019. This digital development can affect digital literacy, it can have a good and a bad impact. The concern is that many young people are using the internet to visit websites that they should not visit. Too much use of the internet by the younger generation for entertainment will reduce people's interest in reading. On the other hand, the development of the sophistication of information technology provides opportunities, such as increasing business opportunities, opening new digital-based jobs, and increasing literacy skills without using printed text. In instilling digital literacy in schools, students need to improve skills, teachers need an increase knowledge and creativity in the digital literacy learning process, and the principal must provide facilities for school residents to develop school digital literacy.) The school's digital literacy movement has now begun to change from manual reading and writing literacy with the use of print media to digital media which is commonly called literacy digital. For example, teachers provide WhatsApp groups to discuss lessons at school, libraries provide digital libraries that support students to read books digitally. Digital literacy is not only the ability to use the internet in order to find entertainment or information. Digital literacy is a tool in order to shape students' skills in critical, analytical, and creative thinking. The implementation of digital literacy in schools is an important thing, so that everyone can reach awareness for an indication of the progress of the nation. Digital literacy is a guideline to support learning with digital media. With digital sources students can not only focus on understanding the material but they can also think creatively in utilizing technology. Therefore digital literacy is needed in developing students' critical thinking

Marketing trends in the world are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential consumers to get all kinds of information about products and transact via the internet. Digital marketing is a promotional activity and market search through online digital media by utilizing various means such as social networking. The virtual world can now not only connect people with devices, but also people with other people around the world. Digital marketing, which usually consists of interactive and integrated marketing, facilitates interactions between producers, market intermediaries and potential consumers. On the one hand, digital marketing makes it easy for school owners to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information just by exploring the virtual world, making it easier to find schools. Shoppers are now increasingly independent in making purchase decisions based on their search results. Digital marketing can

reach entire communities wherever they are without geographic constraints or time constraints. The digital market currently plays a very important role in the development of the national economy. Digital marketing can be related to direct marketing because companies that carry out digital marketing activities can shorten the supply chain or supply chain, and of course can reduce their operational costs.

According to Coviello, Milley & Marcolin (2001) digital marketing is the use of internet facilities and the use of other interactive technologies to create and connect dialogue between identified companies and consumers. According to Heidrick & Struggless (2009) The development of digital marketing through websites, mobile phones and gaming devices, offers new access to advertising without compromise and is very influential. Digital Marketing can also create or open new markets that were previously closed due to limited time, means of communication, and distance. The dimensions of digital marketing in terms of promotion as part of the marketing mix (4Ps) according to Ryan & Calvin (2009) are Website, Search Engine Optimization (SEO), Paid Search Click-based Advertising (PPC advertising), Affiliate marketing and strategic partnerships (affiliate marketing and strategic partnership), online public relations (Online PR), social networks (social networks), e-mail marketing (e-mail marketing) . Customer relationship management (Customer Relationship Management)

According to Ferdinand (2002) Marketing performance is something that the company wants to achieve, namely the company's ability to effectively increase the company, increase market share and profitability. Marketing performance is used as a tool to measure the overall success rate of the performance carried out, including the success of the strategy implemented, sales growth, and company profits. Marketing performance can vary according to different people and different goals. In the past, experts believed that marketing performance could be measured by growth and profitability (Covin & Slevin, 1991). Grønholdt and Martensen (2006) argue that marketing performance can be measured by financial results, customer feelings, marketing results and customer behavior results. Lumpkin and Dess (1996) suggest that in addition to conventional accounting factors such as sales growth rate, market share and profitability, stakeholder satisfaction must be considered in measuring marketing performance.

Innovation refers creatively to adapting the development of each product or service based on new technologies that are always introduced for the first time by industrialized countries. Creativity and innovation abilities are used in schools, Khamidah (2005) argues that innovation in terms of products and processes is highly dependent on technology creation. Innovation is how someone or someone makes money from creativity. By innovating in schools can not only face competitors, but also challenges when creativity is in the true organizational culture, the result is innovation.

Digital Marketing Is the application of digital technology that forms online channels to the market (website, e-mail, data base, digital TV, and through various other recent innovations including blogs, feeds, podcasts, and social networks) which contributes to E-marketing activities. -Commerce in North Sumatra. The indicators are: Website Search Engine Optime), Online Social Network), Email Marketing and CRM. Innovation is defined as an extension of the action of the E-Commerce school in marketing products, which illustrates the meaningful difference from the implementation of marketing its various product categories. The indicators are: Time, Effort, Willingness to Take Risks. This study aims to analyze the effect of digital marketing on school performance, the influence of innovation on school performance and the influence of digital marketing on school performance.

## **METHOD**

### **Operational Definition of Variables and Indicators**

The model used to analyze the data in this study is the SEM-PLS Structural Equation Modeling. This model is used because in the conceptual model there are latent variables and their indicators, and to find out how much influence each latent variable has. Based on the research conceptual framework, four research hypotheses can be identified which will be confirmed with the data as follows. The probability sampling technique is a sampling technique carried out by providing opportunities or opportunities for all members of the population to become samples. The results of this study can be used as material for good consideration of school performance. This research is also a reference for the activities of e-commerce business entities in schools which include digital marketing and innovation in influencing school performance.

The analytical method used in this research is structural equation modeling (SEM) to determine the causal relationship between latent variables contained in structural equations. The analysis tool used is with the help of Smart PLS. The method used in this research is quantitative methods, data collection methods by distributing questionnaires to the teacher. The instrument used to measure all the variables of this study was adapted from (Bogler, 2001), with 5 items for each variable. Each closed question / statement item is given five answer options, namely: strongly agree (SS) score 5, agree (S) score 4, disagree (KS) score 3, disagree (TS)

score 2, and strongly disagree (STS ) score 1. The method for processing data is by using PLS and using the SmartPLS version 3.0 software as a tool.

#### Population and Sample

The population in this study were teachers in Jabodetabek whose numbers had not been identified with certainty. The questionnaire was distributed electronically using simple random sampling technique. The results of the questionnaire returned were 150 respondents.

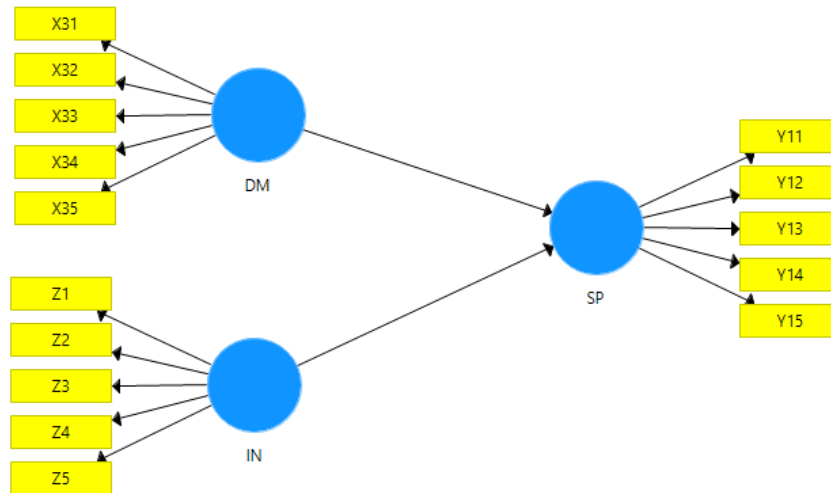


Fig 1. Research Model

DM: Digital marketing , IN : Innovation, SP: School Performance

Based on the theoretical study and previous research above, the research model is as in Figure 1, while the research hypothesis is as follows:

- H1: Digital marketing has a significant effect on school performance
- H2: Innovation has a significant effect on school performance
- H3: Digital marketing has a significant effect on innovation

## RESULT AND DISCUSION

### Sample Description

The results of processing respondent data through questionnaires obtained respondent data as follows

**Tabel 1.** Respondents Profile

Attribute		Total
Age	< 30 Years	56
	30 - 40 Years	44
	> 40 Years	50
Gender	Male	74
	Female	76
Work Periode	< 5 Years	54
	5-10 Years	50
	> 10 Years	46

Test Results of the Validity and Reliability of Research Indicators

The testing phase of the measurement model includes testing for convergent validity, discriminant validity and composite reliability. The results of the PLS analysis can be used to test the research hypothesis if all indicators in the PLS model have met the requirements of convergent validity, discriminant validity and reliability testing.

Convergent Validity Testing

Convergent validity test is done by looking at the loading factor value of each indicator against the construct. In most references, a factor weight of 0.5 or more is considered to have sufficiently strong validation to explain latent constructs (Chin, 1998; Hair et al, 2010; Ghozali, 2014). In this study, the minimum limit for the accepted loading factor is 0.5, provided that the AVE value of each construct is  $> 0.5$  (Ghozali, 2014).

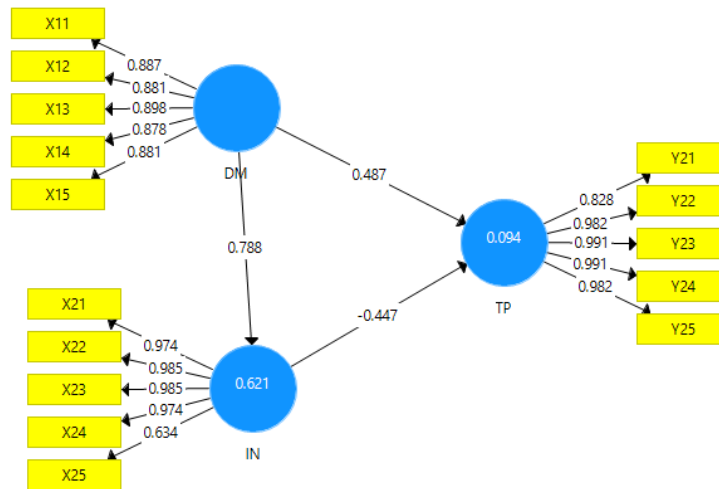


Fig 2. Model Valid

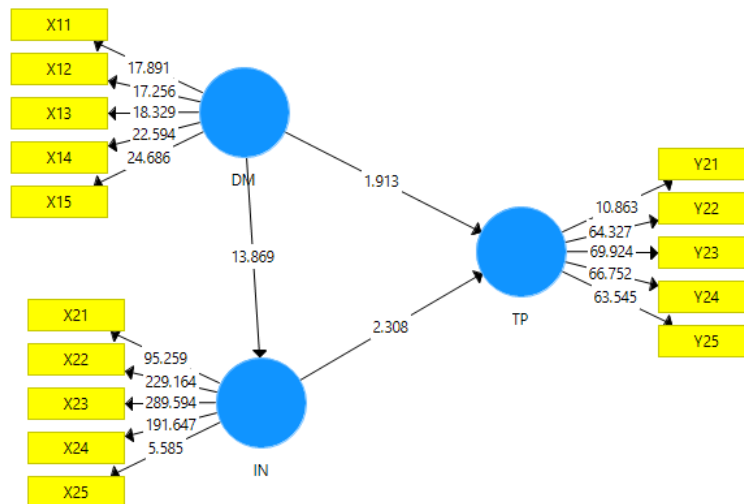


Fig 3. Model valid

Based on the estimation results of the PLS model in the image above, all indicators have a loading factor value above 0.5 so that the model has met the convergent validity requirements. Apart from looking at the loading factor value of each indicator, convergent validity was also assessed from the AVE value of each construct. The AVE value for each construct of this study is more than 0.5. So the convergent validity of this research model has met the requirements. The value of loadings, cronbach's alpha, composite reliability and AVE for each complete construct can be seen in table 2 below:

**Tabel 2.** Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DM	0.933	0.949	0.948	0.783
IN	0.949	0.957	0.965	0.848
TP	0.976	1.001	0.982	0.916

### Construction Reliability Testing

Construct reliability can be assessed from the Cronbach's alpha value and the composite reliability of each construct. The recommended composite reliability and cronbach's alpha value is more than 0.7. (Ghozali, 2014). The results of the reliability test in Table 2 above show that all constructs have composite reliability and Cronbach's alpha values are greater than 0.7 ( $> 0.7$ ). In conclusion, all constructs have met the required reliability.

### Desriminant Validity Testing

Discriminant validity is done to ensure that each concept of each latent variable is different from other latent variables. The model has good discriminant validity if the AVE square value of each exogenous construct (the value on the diagonal) exceeds the correlation between this construct and other constructs (values below the diagonal) (Ghozali, 2014). The results of discriminant validity testing using the AVE square value, namely by looking at the Fornell-Larcker Criterion Value are obtained as follows:

**Tabel 3. Discriminant Validity**

	DM	IN	TP
DM	0.885		
IN	0.788	0.921	
TP	0.135	-0.063	0.957

The results of the discriminant validity test in Table 3 above show that all constructs have a square root value of AVE above the correlation value with other latent constructs (through the Fornell-Larcker criteria) so that it can be concluded that the model has met discriminant validity.

### Hypothesis testing

Hypothesis testing in PLS is also known as the inner model test. This test includes a significance test for direct and indirect effects as well as a measurement of the magnitude of the influence of exogenous variables on endogenous variables. To determine the effect of digital marketing, Innovation on School Performance requires a direct and indirect effect test. The effect test was performed using the t-statistic test in the partial least squared (PLS) analysis model using the SmartPLS 3.0 software. With the bootstrapping technique, the R Square value and the significance test value are obtained as shown in the table below:

**Tabel 5. R Square**

	R Square	R Square Adjusted
IN	0.621	0.616
TP	0.094	0.073

Based on Table 5 above, the R Square value for job satisfaction is 0.094, which means that the teacher performance variable can be explained by the digital marketing and innovation variable by 9.4%, while the remaining 91.6% is explained by other variables not discussed in this study. The R Square value for innovation

is 0.621, which means that the innovation variable can be explained by the digital marketing variable by 62.1%, while the remaining 37.9% is explained by other variables not discussed in this study.

**Tabel 6.** Hypotheses Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
DM -> IN	0.788	0.802	0.057	13.869	0.000
DM -> TP	0.487	0.422	0.255	1.913	0.056
IN -> TP	-0.447	-0.401	0.194	2.308	0.021

Meanwhile, Table 6 shows the T Statistics and P-Values which show the influence between the research variables that have been mentioned.

The relationship between innovation and teacher performance

Based on the results of the analysis in table 6, it is obtained T Statistics of 2.308 > 1.96 and P-Values of 0.021 < 0.050 so that it can be concluded that H1 is accepted, innovation has a significant effect on teacher performance. teacher performance. The results of this study are in line with the results of research by Bahdin (2020); Bernarto (2020); Robby (2019) which states that innovation has a significant effect on teacher performance.

The relationship between digital marketing and teacher performance

Based on the results of the analysis in table 6, it is obtained T Statistics of 1.913 < 1.96 and P-Values of 0.056 > 0.050 so that it can be concluded that H2 is rejected, digital marketing does not have a significant effect on teacher performance. An increase in digital marketing variables will not be followed by an increase in teacher performance and a decrease in digital variables. marketing will not be followed by a decline in teacher performance. The results of this study are in line with the results

The results of this study are in line with the results of research from Asbari (2020); Bernarto (2020); Purwanto (2019) which states that digital marketing has no significant effect on teacher performance.

The relationship between digital marketing and innovation

Based on the results of the analysis in table 6, it is obtained T Statistics of 13,869 > 1.96 and P-Values of 0.000 < 0.050, so it can be concluded that H3 is accepted, digital marketing has a significant effect on innovation. An increase in digital marketing variables will not be followed by an increase in innovation and a decrease in digital marketing variables will not followed by a decline in innovation. The results of this study are in line with the results of research from Basri (2020); Hyun (2020); Pramono (2019) which states that digital marketing has a significant effect on innovation

## CONCLUSION

Based on the results of data analysis, it is concluded that innovation has a significant effect on teacher performance, digital marketing has no significant effect on teacher performance, digital marketing has a significant effect on innovation.

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