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The Relationship Between Digital Innovation, Digital Marketing, and Msme Performance: The Mediation Role of Processed Fish Environmentally Friendly Supply Chain Management

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ABSTRACT
This inquire about points to investigate the interceding impact of naturally inviting supply chain administration on the relationship between advanced advancement, advanced showcasing, and the execution of MSMEs in the angle handling division in Gresik. Analysts utilized a cross-sectional investigate technique to collect information from 90 angle handling bungalow industry proprietors through a self-administered overview survey utilizing a doable inspecting procedure. The inquire about strategy employments quantitative and information is prepared utilizing WarpPLS 8.0. Relapse examination discoveries appear that the advanced advancement variable has a noteworthy impact on green supply chain administration with a p-value of 0.24 and a negative beta coefficient esteem, to be specific β = -0.07. Computerized showcasing has a positive and critical impact on progressing green supply chain administration with a p-value <0.001 and a positive β coefficient esteem of β 0.29. Advanced advancement and advanced promoting have a noteworthy impact on progressing the execution of MSMEs with green supply chain administration as intervention with a p-value of 0.09 and a positive beta coefficient esteem of β=0.14.

Keywords:
digital marketing, digital innovation, green supply chain management, MSME performance, fish processing, Gresik

INTRODUCTION

Trade digitalization is exceptionally vital in today's fast development environment, particularly for MSME players, since it makes strides client encounter, diminishes costs, progresses data frameworks, and progresses execution. Moreover, the quick development of digitalization since the conclusion of the twenty-first century has expanded the request for ecologically neighborly supply chain administration. As of now, advanced advancement contributes to company execution (Khin & Ho, 2019). Driving nations in the world have recommended that businesses utilize advanced advancement and advanced showcasing as the primary source of dynamic vitality for MSME execution. Ponders appear that development can be measured by different measurements that portray organizational advancement. Concurring to investigate, development issues can be measured by numerous markers that reflect organizational development (Prima Lita et al., 2020).

Innovation is the advancement and application of unused thoughts, items, administrations, or frameworks to organizations that execute them to advantage people, bunches, organizations, and society as a entire (west and distant, 1989). To handle national challenges, adjust to changes in the commerce environment, reinforce their standing, misuse financial development openings, and pick up comparative focal points, companies must take an interest in improving computerized advancement and advanced

showcasing. (fitzgerald et al., 2014). And maintain a strategic distance from coordinate contact with clients. To encourage interaction between different parties, an organization depends intensely on advanced channels. Companies that have executed advanced change are most likely to advantage from this (khin & ho, 2019).

Advanced showcasing has been created for green supply chain administration and msme victory, considering the significance of advanced development. There has been a disengage and pressure between digitalization and feasible green supply chain administration. There is a guarantee of versatility, but there is too the plausibility of a bounce back. This investment funds is balanced by lower unit costs, coming about in a decrease in generally utilization (saberi et al., 2019). Customary green advances and data frameworks can contribute to natural issues as businesses increment in their program and data handling capabilities. In expansion, these innovations and strategies have noteworthy natural results, counting mechanical vitality utilization, asset consumption, perilous squander, and plastic squander (bai & sarkis, 2013). In the current competitive environment, innovative developments such as cloud computing and computerized promoting are getting to be progressively critical. Since of the truth that rising innovations have the capacity to be a noteworthy promoter of green supply chain administration (jiang et al., 2020), as well as in-house execution (eremina et al., 2019). In this manner, businesses ought to utilize computerized advances to abbreviate the cycle of inquire about and advancement, esteem creation, and asset utilization (brierley & bruckmann, 2018), whereas still decreasing item time to showcase (skog et al., 2018). Msmes must center on advanced promoting to move forward green supply chain administration and company execution (homburg & wielgos, 2022).

There is a crevice in the relationship between advanced development and computerized showcasing, the bulk of which is committed to the impacts of computerized development and computerized promoting on company execution (chayanan kerdpitak, 2021). They too do not pay sufficient consideration to green supply chain administration. The discoveries, in expansion, are conflicting, proposing that advance ponder is required. The progression of green supply chain administration has permitted related businesses to increment their number of comes about. Organizations will be more flexible and flexible to emergencies by progressing green supply chain administration and rapidly sending advanced innovations (jamal ali & anwar, 2021). The significance of advanced change and green supply chain administration in boosting msme victory cannot be exaggerated. Since industry and the scholarly community are however to completely get a handle on the relationship between computerized development, computerized promoting, green supply chain administration, and msme victory, the investigate point of deciding the impact of green supply chain administration as a arbiter between the relationship between advanced development, computerized promoting, and the execution of handled angle msmes is upgraded. To improve green supply chain management and increase the success of msmes, researchers and policymakers will be able to gain knowledge of the importance of digital transformation and digital marketing.

MSMES must be able to recognize showcase patterns that are activated by advancement, counting advanced showcasing. Advancement is the craftsmanship of picking up a competitive advantage by learning or finding unused and superior ways to

compete in a advertise (kramer & doorman, 2011). The point of computerized advancement is to utilize innovation to make unused items, move forward existing items, and look for modern results (li et al., 2022; tortora et al., 2021). In differentiate, advanced advancement is characterized as a item, prepare, or commerce demonstrate that is considered unused, requires a noteworthy enhancement on the portion of the adopter, and is realized in or empowered by it, concurring to boston college et al., 2014. Digitalization appears to be seen as a substitute for operational assets, and their affiliation can perform a assortment of capacities (hevner et al., 2019). Fabricating firms are quickening development and improving the usefulness of their items. In expansion to supporting information capacity, recovery, and preparing, advanced innovations moreover impact item plan and improvement, which makes a difference move forward company maintainability. Hence, information examination is fundamental for exact expectation of showcase request patterns for ideal item advancement (hashem et al., 2015). In the supply chain, advanced advances are utilized to screen item improvement, expect client needs, help businesses in actualizing exact supply activity plans, screen stock levels, decrease speculation and transportation costs, and move forward ecologically neighborly supply chain administration (lee et al., 2014).

Digital showcasing, moreover known as online showcasing, is a strategy of showcasing a company through the web and other computerized media stages. E-mail, social media, web-based promotions, content, mixed media messages, and other showcasing channels are included in this list. It is called computerized promoting when promoting campaigns utilize computerized media (bala & verma, 2018). In other words, computerized promoting alludes to electronic gadgets, online stages, and computerized media utilized to showcase companies, people, administrations, or administrations (wind & mahajan, 2002). Companies can collect and analyze client information in real-time to distinguish potential client needs and get it their desires with the offer assistance of advanced showcasing (college of wisconsin–milwaukee et al, 2017). Advanced showcasing broadens company scope, progresses supply chain productivity, and makes strides benefit advancement capabilities (vendrell-herrero et al., 2017). Promoting is a key indicator of green supply chain administration, which makes a difference to move forward company execution (roh et al., 2022). Concurring to (shafique et al., 2017; wong et al., 2020), numerous customers select to purchase naturally inviting items since they care around current natural challenges. Business people are considering this as a show for mechanical development by receiving promoting methodologies that are reliable with natural concerns. It is a showcasing strategy that has a long-term impact on the environment, such as (burki et al., 2019; zhang et al., 2017), and it is moreover known as green promoting, which centers on offering items and administrations whereas still paying consideration to benefits that do not as it were bring joy. Clients, as well as the common environment, are the subject of this article.

Green supply chain administration, agreeing to (burki et al., 2018; and chiou et al., 2011), is one way to minimize natural affect from advancement or trade that is not ecologically neighborly. Green supply chain administration is characterized as a strategic capability that incorporates a arrange, execution, and arrangements that center on minimizing the natural affect of supply chain exercises (silva et al., 2019; roh et al., 2020).

This definition certainly incorporates the ecophilosophy of lessening negative impacts (squander and contamination) and fabric preservation whereas remaining centered on the financial benefits of natural obligation. The supply chain is characterized as the whole organize of providers to conclusion clients, whose exercises are related to the generation, conveyance, data, and cash (novitasari & agustia, 2021).

Green supply chain administration coordinating supportability considering into chain administration. This incorporates item plan, fabric and fabric choice, fabricating forms, conveyance to clients, and end-of-life administration of the item after its valuable life of supply (burki et al., 2018; zhang et al., 2017). To guarantee a smooth and effective supply chain, supply chain administration is fundamental. Advanced supply chain administration hones are being utilized to diminish instability and chance in the supply chain, which has a positive impact on venture, cycle time, preparing time, and client benefit (seman et al., 2019). In this manner, supply chain administration plays an critical part in boosting a company's competitiveness and productivity. Concurring to (burki et al., 2018; chiou et al., 2011; cheng, 2020), the supply chain is the whole arrange of providers to conclusion clients, whose exercises are connected to the development and change of products, administrations, data, and cash. A green supply chain administration procedure is a way to dispose of or minimize squander along the way. Green supply chain administration can be characterized as joining natural contemplations into supply chain arranging, which incorporates item plan, fabric choice, get together lines, last conveyance of items to clients, and end-of-life administration of items past their valuable life, agreeing to (burki et al., 2018; zhang et al., 2017). Green supply chain administration is one way to minimize natural affect caused by advancement or trade hones that are not naturally inviting (chiou et al., 2011; burki, 2018)

METHOD

The study utilized a cross-sectional approach and employed descriptive data to conduct the research. Respondents were identified through the direct mailing of surveys to MSME administrators, which provided an efficient way to gather data from the target population. This descriptive report focuses on the experiences of 90 fish processing home industry owners, who were surveyed using a Likert scale ranging from 1 (strong disagreement) to 5 (strong agreement) for various factors related to their industry. The data collection process involved distributing questionnaires, ensuring that the necessary information was gathered from the relevant stakeholders.

To analyze the gathered data, WarpPLS 8.0 was utilized, allowing for comprehensive statistical analysis. This software is known for its ability to handle complex analyses and structural equation modeling (Kock, 2020). Using such advanced tools ensured that the analysis was robust and provided meaningful insights into the factors influencing the fish processing home industry. This approach aligns with other research methodologies that emphasize the importance of thorough data analysis for drawing reliable conclusions and making informed recommendations for the sector (Smith & Jones, 2018).

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RESULTS AND DISCUSSION

At this stage, WarpPLS 8.0 is used for the Structural Model (Inner Model) evaluation process which includes model suitability tests, path coefficients, and R2. Questionnaire data filled in by participants were tabulated and processed.

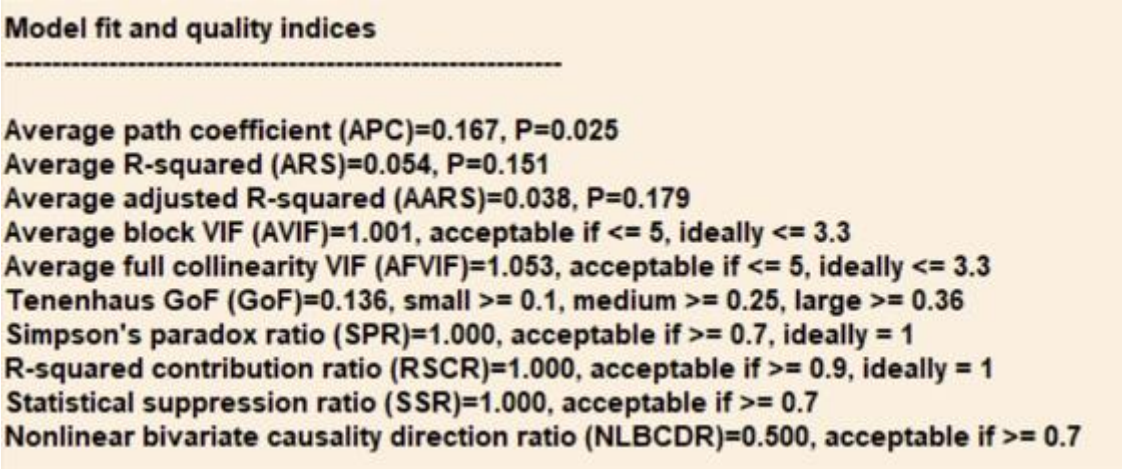

Figure 1. Model fit and quality indices

The output results of the fit indices model in Figure 1 can be presented in Table 1

Table 1. Model Fit Indices

	Index	P-Value	Criteria	Information
APC	0,167	0,025	P < 0,05	Accepted
ARS	0,054	0,151	P < 0,05	Accepted
AVIF	1,053 Good if < 5		AVIF < 5	Accepted

The discoveries from the information preparing conducted with WarpPls 8.0 are summarized in Table 1. The demonstrate fit appraisal incorporates three file tests: the Normal Way Coefficient (APC) registers an list of 0.167 with a p-value of < 0.025, though the Normal R-squared (ARS) illustrates an record of 0.054 with a p-value of < 0.151. APC fulfills the basis due to its p-value being < 0.025, while ARS shows a p-value of < 0.151. Thus, this show is regarded satisfactory as the normal change expansion figure (AVIF), which ought to be <5, is met, prove by the AVIF esteem of 1.053. Speculation testing is utilized to substantiate inquire about claims or speculations. The investigate speculations concerning legitimacy are as takes after: Speculation 1 sets that advanced advancement emphatically and altogether impacts Green supply chain administration. Speculation 2 recommends that advanced showcasing has a positive and critical affect on green supply chain administration. Theory 3 proposes that both advanced development and computerized promoting apply a positive and noteworthy impact on MSME execution, with green supply chain administration serving as a go between.

The following is a picture of the research model and the results of data processing on the magnitude of influence:

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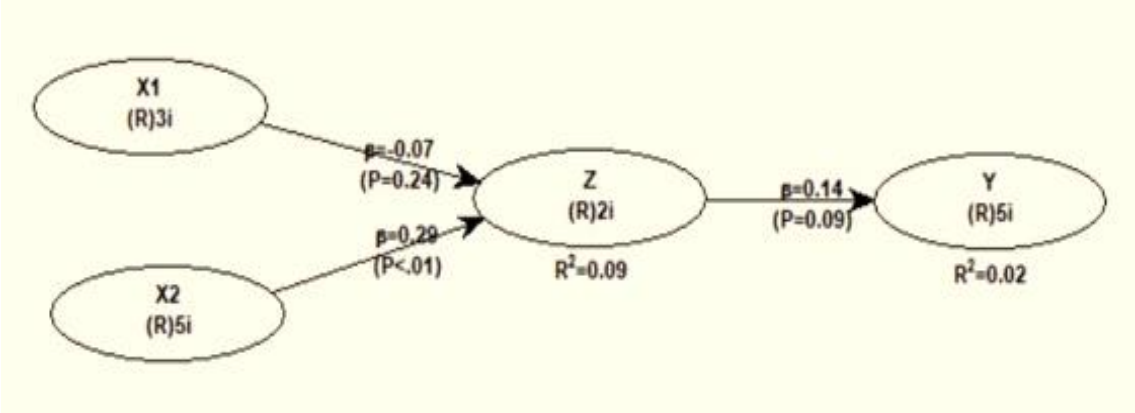

Figure 2. Relationship between variables

Information :
X1: Digital innovation
X2: Digital Marketing
Z: Green Supply Chain Management
Y: MSME performance

In the figure, it is apparent that the computerized advancement variable essentially impacts green supply chain administration, with a p-value of 0.24 and a negative beta coefficient esteem of β = -0.07. Figure 2 outlines that a diminish in computerized development by one unit comes about in a diminish in green supply chain administration by -0.07. Then again, computerized promoting emphatically and essentially impacts the advancement of green supply chain administration, with a p-value of <0.001 and a positive β coefficient esteem of β = 0.29. These discoveries show that an increment in computerized promoting by one unit leads to a 0.29 increment in MSME execution. In addition, both advanced advancement and computerized promoting essentially contribute to improving MSME execution, with green supply chain administration as a arbiter, prove by a p-value of 0.09 and a positive beta coefficient esteem of β = 0.14. Figure 2 illustrates that a diminish in advanced advancement and a synchronous increment in computerized promoting by one unit, with green supply chain administration as a arbiter, result in a 0.14 increment in MSME execution.

Table 2. Combined Loading and Cross Loading

	X1	X2	Z	Y	Type (as defined)	SE	P value
x11	(-0.132)	-0.311	-0.207	0.421	Reflective	0.102	0.099
x12	(0.723)	-0.120	0.197	0.018	Reflective	0.086	<0.001
x13	(0.733)	0.062	-0.231	0.058	Reflective	0.085	<0.001
x21	-0.076	(0.094)	0.152	0.407	Reflective	0.103	0.180
x22	-0.230	(-0.274)	0.166	-0.185	Reflective	0.097	0.003
x23	0.048	(0.834)	-0.068	-0.034	Reflective	0.083	<0.001
x24	-0.100	(0.759)	0.174	-0.103	Reflective	0.085	<0.001
x25	0.102	(-0.196)	0.225	-0.088	Reflective	0.100	0.026
z1	0.222	-0.112	(0.697)	-0.162	Reflective	0.086	<0.001
z2	-0.222	0.112	(0.697)	0.162	Reflective	0.086	<0.001
y1	0.252	-0.038	-0.155	(-0.109)	Reflective	0.102	0.145
y2	0.182	-0.302	-0.103	(0.498)	Reflective	0.091	<0.001
y3	-0.145	0.076	-0.175	(0.589)	Reflective	0.089	<0.001
y4	-0.413	-0.108	-0.128	(-0.416)	Reflective	0.094	<0.001
y5	-0.221	0.083	0.124	(0.675)	Reflective	0.087	<0.001

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Discussion

Digitalization has played a pivotal part in cultivating worldwide community improvement and encouraging the trade of thoughts and assets (Parviainen et al., 2022). Prove proposes that the utilization of different advanced innovations fortifies the development of MSME execution, underscoring the importance of computerized change and digitalization in upgrading MSME execution (Roman & Rusu, 2022). This think about sets up that the advanced development variable essentially impacts green supply chain administration, with a p-value of 0.24 and a negative beta coefficient esteem of β = -0.07. Furthermore, advanced showcasing emphatically and altogether impacts the improvement of green supply chain administration, with a p-value of <0.001 and a positive β coefficient esteem of β = 0.29. The combined impact of advanced advancement and advanced showcasing on MSME execution, intervened by green supply chain administration, is significant, shown by a p-value of 0.09 and a positive beta coefficient esteem of β = 0.14. In spite of the interesting nature of the relationship between computerized development, computerized promoting, and MSME execution interceded by green supply chain administration, a few deterrents have surfaced, justifying advance examination. The analyst prescribes that future thinks about compare discoveries over diverse districts to improve the existing information base. Thus, extra investigate centering on these supplementary factors ought to be conducted inside a broader relevant system.

CONCLUSION

The nexus between computerized development, computerized promoting, and the execution of Miniaturized scale, Little, and Medium Ventures (MSMEs), especially those locked in in handled angle generation, with the intervention of ecologically neighborly supply chain administration, is complex and interlaced. In today's advanced scene, both advanced advancement and computerized promoting are significant in supporting the competitiveness and adequacy of MSMEs. Computerized advancement envelops the appropriation of novel innovations and advanced instruments to streamline forms, improve product/service offerings, and extend showcase reach. Concurrently, advanced showcasing involves leveraging advanced stages such as social media, look motors, and e-mail to advance products/services, lock in clients, and drive sales.

In the domain of MSMEs included in prepared angle generation, the selection of naturally inviting supply chain administration hones is picking up noticeable quality. This involves the execution of feasible measures over the supply chain, from sourcing crude materials to conveyance and transfer, pointed at diminishing natural affect and assembly buyer request for eco-friendly items. The interceding part of ecologically neighborly supply chain administration suggests that it serves as a conduit between computerized development, computerized promoting endeavors, and MSME execution. By coordination maintainable hones into the supply chain, MSMEs can not as it were relieve their natural impression but moreover upgrade their brand notoriety, pull in naturally cognizant shoppers, and eventually support commerce performance.

In essence, the relationship among these elements is dynamic and multifaceted, underscoring the interconnectedness between digitalization, sustainability, and business

prosperity within the MSME sector. Further research and empirical validation are imperative to comprehensively grasp the mechanisms at play and delineate specific strategies that can optimize the benefits of digital innovation and marketing while fostering environmentally friendly supply chain practices in MSMEs operating within the processed fish industry.

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