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The Role of Womenpreneurs on the Income of MSMEs and Economic Growth in South Sulawesi Through Digital Marketing

Riska Dewi^{1*}, Sulfiana¹, Agus Salim¹¹Universitas Teknologi Sulawesi, Indonesia**Abstract**

This study aims to analyse the effect of womenpreneurs on the income of Micro, Small and Medium Enterprises (MSMEs) and economic growth in South Sulawesi. This study uses a dual regression model, namely regression 1 with the independent variable being the role of womenpreneur and digital marketing and the dependent variable being the income of Micro, Small and Medium Enterprises (MSMEs), and regression 2 with the independent variable being the role of womenpreneur and the dependent variable being the economic growth of South Sulawesi. The results of the study on Y1 regression show that the role of women entrepreneurs and digital marketing has a significant positive effect on the income of micro, small and medium enterprises (MSMEs), indicating that women as business actors who utilize technology have a positive impact on women's empowerment, such as increased self-confidence, social change, digital marketing knowledge, and increased household income. The results of the Y2 regression show that the role of women entrepreneurs has a significant positive effect on the economic growth of South Sulawesi, indicating that the existence of female entrepreneurs in the MSME classification has increased from year to year, which has a positive impact on local economic growth in South Sulawesi.

Keywords: Role; Womenpreneurs; MSMEs; Digital Marketing; Economic Growth of South Sulawesi

Introduction

Regional economic development is inseparable from the contribution of the Micro, Small and Medium Enterprises (MSME) sector, which plays a major role in driving the economy. In South Sulawesi, MSMEs have become the backbone of the regional economy in creating jobs, reducing unemployment, and increasing community income. An example of this is the role of women as entrepreneurs (womenpreneurs) who utilize digital technology to market products, reach consumers, and expand their business networks. This role has an impact on increasing MSME income and ultimately drives economic growth in South Sulawesi.

Women are a resource that plays an important role in improving economic welfare. However, women's contributions are often not as significant as men's. Nevertheless, many women entrepreneurs have successfully decided to enter the world of entrepreneurship, especially in the household economy (1). The development of the MSME business sector is currently growing rapidly, and the role of women in business is also becoming more visible. In the past, women could only stay at home and take care of all household matters, but now gender equality has provided great opportunities for women to achieve success in their fields (2). Across Indonesia, 60 percent of SMEs are run by women, whose business development has contributed significantly to their families, communities, and society (3). Meanwhile, in the province of South Sulawesi, the number of women entrepreneurs has also increased every year, enabling them to play a greater role in driving a people-based economy (4).

Digital marketing is a technological development that cannot be avoided in the current era of globalization and technological advancement. Almost all aspects of life have adopted the digital world. This includes Micro, Small and Medium Enterprises (MSMEs) throughout Indonesia, including MSME players in South Sulawesi. Unfortunately, only 10% or approximately 120,000 MSME players have utilized technology to support their business activities. Micro, Small, and Medium Enterprises (MSMEs) are one of the main pillars of the national economy with a vision of independence and have great potential to improve welfare (5). In fact, digital marketing can increase the effectiveness of MSMEs as drivers of digital transformation and strategically improve the competitiveness of MSMEs (6).

The existence of MSMEs cannot be eliminated or avoided by society because they are a type of business that is easy to operate and closely related to people's daily lives (7). The use of technology-based marketing concepts (digital marketing) provides hope for MSMEs to develop into centers of economic strength (8). MSME activities are one way for regional creative products to become known and provide business opportunities for small and medium entrepreneurs in the region. In addition, MSME players play an important role in achieving per capita welfare, so MSME entrepreneurs are expected to play an active role in the national economy, especially by developing economic growth in South Sulawesi Province (7).

Empowering women in the Micro, Small and Medium Enterprises (MSME) sector is expected to reduce poverty levels, provide better income growth, improve knowledge and quality of human resources, and prepare women's communities to become bank-friendly communities. In addition, the existence of MSMEs also provides a means to bring women entrepreneurs closer to access to capital, information and technology, markets, and training, with the ultimate goal of improving family welfare and resilience (3). However, women entrepreneurs still face various challenges in accessing capital and markets due to gender gaps in labor force participation (9).

The strategies employed by women to overcome these challenges vary greatly. Several micro-businesses have successfully utilized social media as an effective marketing platform. The use of social media not only increases product visibility but also helps reach a wider market (10). In addition, entrepreneurship training held by various institutions also contributes to improving women's managerial skills, so that they are better prepared to face competition in

the market, both in terms of marketing with the introduction of innovative product content media and in terms of bookkeeping to facilitate operations (11) to understand the importance of neat and accurate financial records by applying digital technology (12).

Research related to womenpreneurs has been extensively studied, such as that conducted by (13), which states that many lower-middle socioeconomic users lack sufficient understanding of technology to use it properly. (14) shows that independence has a positive and significant influence on women's entrepreneurship in the digital era. Research from (15) shows that womenpreneur activities and motivation both have a significant effect on business competence. According to (16), women entrepreneurs can be drivers of digital transformation for MSMEs if they are supported by appropriate policies, adequate training, and an inclusive business ecosystem. They also provide strategic recommendations to strengthen collaboration between women entrepreneurs and MSMEs in order to achieve sustainable economic growth in the digital era.

Based on previous research, most studies use a qualitative or descriptive approach, whereas this study uses a quantitative approach. The role of women entrepreneurs in the classification of Micro, Small, and Medium Enterprises (MSMEs) is not only seen in the number of businesses managed using digital marketing technology, but also in how these businesses contribute to increasing their income and local economic growth. This makes this research necessary to analyze the role of women entrepreneurs in the income of Micro, Small and Medium Enterprises (MSMEs) and economic growth in South Sulawesi through digital marketing.

Research Methods

This study uses a dual regression model, namely regression 1 based on a questionnaire survey used in this study, which involves MSME actors, particularly women entrepreneurs (womenpreneurs), to examine the role of women entrepreneurs in the income of micro, small, and medium enterprises (MSMEs) using a sample of 60 women entrepreneurs, both micro, small, and medium, who use digital marketing. The sampling technique used purposive random sampling, which is a sampling technique with specific criteria, namely women entrepreneurs involved in MSMEs and regression 2 based on the number of women entrepreneurs in the South Sulawesi MSME classification from the South Sulawesi Provincial Cooperative and SME Office from 2014 to 2024 on South Sulawesi's economic growth.

The data source was obtained from the independent variable. For the Micro, Small, and Medium Enterprises (MSME) Income variable, the financial performance of MSMEs was used to assess MSME income, namely the results of MSME income itself, such as average income or monthly turnover. For the Economic Growth variable, it uses the Gross Regional Domestic Product (GRDP) of South Sulawesi Province (17), in assessing economic growth, namely the Gross Regional Domestic Product (GRDP) according to business fields in South Sulawesi Province from 2014 to 2024.

The data obtained in this study was then processed, tested, and analyzed using Multiple Linear Regression (Eviews 10) with Descriptive Statistical Tests, Classical Assumption Tests consisting of normality tests, which were used to test whether the distribution of dependent variables was normally distributed for each given independent variable value. multicollinearity test, which is used to see whether there is a correlation between independent variables in a regression model, and heteroscedasticity test, which is used to see regression problems where the disturbance factors do not have the same variance or the variance is not constant (18). Hypothesis testing is also conducted by performing simultaneous tests (F-tests) and significance tests (T-tests) (19).

Result

Sample Profile and Demographic Characteristics

A total of 60 female entrepreneurs (womenpreneurs) who use digital marketing were surveyed. The largest age group was 21-30 years old at 53%, with the highest level of education being bachelor's degree (S1) at 57%. The most common type of business was food/beverage (48%), with the longest duration of business being 1-3 years (38%) and the number of employees being 1-3 employees (83%). Details of the demographic profile of the respondents are presented in Table 1.

Table 1 Sample Profile and Demographic Characteristics

Variables Demographic	N	%	Variables Demographic	N	%
Age			Type of business		
<20 Years	1	2%	Food / drink	29	48%
21-30 Years	34	57%	Fashion	15	25%
31-40 Years	15	25%	Service	7	12%
41-50 Years	8	13%	Craft	1	2%
>50 Years	2	3%	Other	8	13%
Education			Length of Business		
Senior High School	19	32%	<1 Year	10	17%
S1	34	57%	1-3 Years	23	38%
Masters/Doctoral Degree	7	12%	4-5 Years	10	17%
Amount Employee			>5 Years	17	28%
1-3 Employees	50	83%			
4-10 Employees	10	17%			
>10 Employees	0	0%			

Source: Data processed with Eviews, 2025

Classical Assumption Test

Normality Test

The normality test is conducted to see whether the regression model is normally distributed. The results of the normality test can be seen in Table 2.

Table 2 Normality Test

Normality Test	Jarque-Bera Probability
Income MSMEs (Y1)	0.864351
Economic Growth of South Sulawesi (Y2)	0.675951

Source: Data processed with Eviews, 2025

Based on Table 2, it can be explained that the Jarque-Bera Probability values for Y1 and Y2 are 0.864351 and 0.675951, respectively, while the α value is 0.05. So, the Probability value is greater than 0.05. This indicates that the regression model used is normally distributed.

Multicollinearity Test

The multicollinearity test is conducted to see whether the regression model has a perfect linear relationship across all variables. The multicollinearity test can be seen in Table 3.

Table 3 Multicollinearity Test

Multicollinearity Test	Centered VIF
Income (Y1)	1.038346
Economic Growth of South Sulawesi (Y2)	1,000,000

Source: Data processed with Eviews, 2025

Based on Table 3, it can be explained that the Centered BIF value of each variable of womenpreneurs' role in MSME income and economic growth is not more than 10, which means that the independent variable does not exhibit multicollinearity in the regression.

1) Heteroscedasticity Test

Heteroscedasticity is conducted to see whether there is a disturbance of the same variance in the regression. The heteroscedasticity test can be seen in Table 4.

Table 4 Heteroscedasticity Test

Heteroscedasticity Test	Obs *R-squared
Income (Y1)	0.0925
Economic Growth of South Sulawesi (Y2)	0.3111

Source: Data processed with eviews, 2025

Based on the table above, it can be concluded that the heteroscedasticity test results show Probability values for Y1 and Y2, namely Obs*R-squared = 0.0925 > 0.05 and 0.3111 > 0.05, which means that the regression is free from heteroscedasticity issues.

Multiple Linear Regression Analysis Results

The results of multiple linear regression analysis using Eviews 10 can be seen in Table 5.

Table 5 Y1 Regression Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Role Womenpreneur (X1)	0.220621	0.095404	2.312488	0.0244
Digital Marketing (X2)	0.549280	0.076937	7.139349	0.0000
C	2.227110	1.165532	1.910810	0.0611
R-squared	0.533040	Mean dependent var		11.26667
Adjusted R-squared	0.516656	SD dependent var		1.505545
SE of regression	1.046700	Akaike info criterion		2.977868
Sum squared residual	62.44810	Schwarz criterion		3.082585
Log likelihood	-86.33605	Hannan-Quinn criter.		3.018829
F-statistic	32.53308	Durbin-Watson stat		1.819127
Prob(F-statistic)	0.000000			

Source: Data processed with eviews, 2025

Based on the test results in the table above, the estimation model is in Formula 1.

$$Y1 = 0.220620911265 * X1 + 0.549280238624 * X2 + 2.22711029136 \dots\dots\dots 1$$

The multiple linear regression equation used in this study can be explained as follows:

- 1) The coefficient for the role of women entrepreneurs is 0.220621, indicating that if the role of women entrepreneurs increases by 1%, MSME income will increase by 0.220621%.
- 2) The digital marketing coefficient of 0.549280 indicates that if digital marketing increases by 1%, MSME income will increase by 0.549280%.
- 3) The constant with a value of 2.227110% indicates that if all independent variables are equal to zero (0), MSME income, represented by C, will be 2.227110%.

Meanwhile, the regression on the dependent variable of South Sulawesi's economic growth is shown in Table 6.

Table 6 Y2 Regression Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
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Role Womenpreneur (X1')	0.911296	0.055207	16.50694	0.0000
C	4.955576	2.771581	1.787996	0.1074
R-squared	0.968026	Mean dependent var		491067.5
Adjusted R-squared	0.964473	SD dependent var		127814.4
SE of regression	24091.11	Akaike info criterion		23.18004
Sum squared residual	5.22E+09	Schwarz criterion		23.25238
Log likelihood	-125.4902	Hannan-Quinn criter		23.13444
F-statistic	272.4789	Durbin-Watson stat		1.020148
Prob(F-statistic)	0.000000			

Source: Data processed with eviews, 2025

Based on the test results in the table above, the estimation model can be seen in formula 2.

$$Y_2 = 0.9112959694 * X_1 + 49555.75964 \dots\dots\dots 2$$

The multiple linear regression equation used in this study can be explained as follows:

- 1) The coefficient of womenpreneurs' role of 0.911296 indicates that if the role of womenpreneurs increases by 1%, South Sulawesi's economic growth will increase by 0.911296%.
- 2) The constant value of 4.955576% indicates that if all independent variables are equal to zero (0), the MSME income represented by C is 4.955576%.

T-Statistic Test

This test is conducted to determine the partial effect of each dependent variable using the t-statistic test, by comparing the t-count with the t-table or by looking at the probability value or p-value. The test results are as follows:

- 1) The womenpreneur role variable (X1) has a t-count value of 2.312488. This value is greater than the t-table (2.001) and sig t (0.0244) < 0.05. Thus, the research hypothesis H1 is accepted and Ho is rejected. This explains that the role of womenpreneurs partially has a significant effect on the income of Micro, Small and Medium Enterprises (MSMEs). Meanwhile, the womenpreneur role variable (X1') has a t-value of 16.50694. This value is greater than the t-table value (2.262) and sig t (0.0000) < 0.05. Thus, research hypothesis H1 is accepted and Ho is rejected. This partially explains the role of womenpreneurs in significantly influencing economic growth in South Sulawesi.
- 2) The digital marketing variable (X2) has a t-value of 7.139349, which is greater than the t-table value (2.001) and sig t (0.0000) < 0.05. Thus, research hypothesis H1 is accepted and Ho is rejected. This partially explains that digital marketing has a significant effect on the income of Micro, Small, and Medium Enterprises (MSMEs).

Simultaneous Test (F-Test)

The F-test is used to determine whether independent variables collectively influence the dependent variable by comparing the calculated F-value with the F-table value. Based on the table above, the F-statistic value for the dependent variable of MSME income is 32.53308, which is greater than the F-table value (3.158). The Prob value (F-Statistics) is 0.000000 < 0.05, so the H1 hypothesis is accepted and Ho is rejected. Meanwhile, the dependent variable of South Sulawesi's economic growth has an F statistic value of 272.4789, which is greater than the F-table (5.117). The Prob value (F-Statistics) is 0.000000 < 0.05, so hypothesis H1 is accepted and Ho is rejected. This means that simultaneously, the role of womenpreneurs (X1) and digital marketing (X2) has a significant effect on the income of Micro, Small and Medium Enterprises (MSMEs) (Y1), and the role of womenpreneurs (X1') has a significant effect on the economic growth of South Sulawesi (Y2).

Coefficient of Determination (R²)

From the regression results above, it can be seen that the coefficient of determination (R-Squared) for the dependent variable of MSME income is 0.516656 or 51%. This indicates that the variables of womenpreneurship (X₁) and digital marketing (X₂) explain 51% of the effect on MSME income (Y₁), while the remaining 49% is influenced by factors other than the variables in this study. Meanwhile, the coefficient of determination (R-Squared) for the dependent variable of economic growth in South Sulawesi is 0.964473 or 96%. This indicates that the womenpreneur role variable (X₁') explains 96% of the effect on South Sulawesi's economic growth (Y₂), while the remaining 4% is influenced by factors outside the variables in this study.

Discussion

The Influence Role Womenpreneur on the Income of Micro, Small and Medium Enterprises (MSMEs)

The results of the study show a significant positive influence of women entrepreneurs on the income of MSMEs. This indicates that female entrepreneurs have great potential to empower themselves economically and socially and position women as one of the drivers in increasing household income by utilizing local networks and optimizing more efficient marketing strategies. These results are supported by international research by (20). This study is also in line with (11) and (16), which show that the empowerment of women entrepreneurs has a positive impact not only on households but also on the wider community and the local economy. However, women still face various obstacles such as access to capital, digital literacy, and gender gaps, as stated in the research by (9).

The Influence of Digital Marketing on the Income of Micro, Small and Medium Enterprises (MSMEs)

The results of the study show a significant positive impact of digital marketing on the income of MSMEs. This indicates that women entrepreneurs are greatly assisted in all aspects of their business activities by utilizing digital marketing such as Instagram, WhatsApp Business, Facebook, marketplaces (Shopee, Tokopedia, etc.), TikTok, and websites, showing that the use of digital marketing strategies can increase market reach, transaction frequency, and marketing cost efficiency, thereby increasing business income. These results are supported by international research by (21). This research is also in line with (10), which shows that digital marketing is the key to the success of MSMEs in the digital era, playing a role in increasing product visibility and expanding market reach. However, according to (22), there are still obstacles such as low digital literacy, expensive data costs, limited internet access, and online security risks, especially for women.

The Influence Role Womenpreneur of Economic Growth in South Sulawesi

The results of this study indicate a significant positive influence of women entrepreneurs on economic growth in South Sulawesi. This indicates that women entrepreneurs make a significant contribution to the local economy, such as in job creation and increased domestic income, and shows that the existence of women entrepreneurs can be a catalyst for inclusive growth because it is not only beneficial to individuals but also has an impact on the rate of economic growth. This study is in line with (23), which show that the empowerment of women entrepreneurs plays an important role in sustainable regional economic development. Research (24) shows that women entrepreneurs are still not being optimally utilized in many countries, especially developing countries, even though there is evidence that countries with higher participation of women entrepreneurs tend to have better economic growth, provided there is support from relevant parties.

Conclusion

Based on the results of research using multiple linear regression analysis, this study shows that the role of women entrepreneurs and digital marketing has a significant positive effect

on the income of Micro, Small, and Medium Enterprises (MSMEs) and economic growth in South Sulawesi. This indicates that the more active the involvement of women in MSMEs and the more intensive the use of digital marketing strategies, the greater the contribution to increasing MSME income, which in turn will drive local economic growth. This also shows that women play a role as agents of social and economic change who not only increase family income but also expand market access, enhance competitiveness, encourage product innovation, and drive digital transformation in the MSME sector. Therefore, to increase the contribution of women entrepreneurs to SME income and economic growth in South Sulawesi, policy support from local governments is needed, such as digital literacy training programs for women entrepreneurs to minimize the digital divide and optimize technology, as well as providing access to inclusive financing or gender-friendly business capital, and preparing a collaborative platform that connects women entrepreneurs with regional and global markets so that their contribution is not only micro but also tangible in increasing inclusive economic growth in South Sulawesi.

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