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The Influence Of Digital Marketing Strategy And The Application Of Information Technology On Go Global Decision Making Implications For Competitive Advantage (Survey On Msmes In Palu City)

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ABSTRACT

This study aims to examine the influence of digital marketing strategies and the application of information technology on competitive advantage, with the decision to go global as an intervening variable in MSMEs in Palu City. The approach used is quantitative with the Path Analysis method, involving 100 MSME actors selected using purposive sampling techniques. Data collection was carried out through the distribution of questionnaires directly to respondents. The results of the analysis show that digital marketing strategies and the application of information technology have a positive and significant influence on the decision to go global and competitive advantage. In addition, the decision to go global has been proven to be able to act as a mediating variable in the relationship between the two variables to competitive advantage. These findings confirm that the implementation of digital strategies and the integrated use of information technology are important factors in increasing the competitiveness of MSMEs in a sustainable manner.

INTRODUCTION

In the midst of rapid digital transformation, the business world is entering a new phase where the use of information technology and digital marketing strategies is a key factor in increasing business competitiveness and sustainability. The development of digital technology has changed the pattern of interaction between business actors and consumers, including in the marketing, distribution, and strategic decision-making processes. This phenomenon does not only occur in large companies, but also has a significant impact on Micro, Small, and Medium Enterprises (MSMEs) which have been the backbone of the national economy (Paramitha et al., 2022). Changing consumer behavior that increasingly relies on digital platforms encourages MSMEs to adapt to remain relevant and competitive in a dynamic business environment (Irawati & Santoso, 2023).Digital marketing strategies allow MSMEs to reach consumers more widely, build interactive relationships with customers, and increase promotion efficiency through various digital channels such as social media, marketplaces, and websites. The use of digital marketing also provides opportunities for MSMEs to expand the market without geographical limitations, thus potentially encouraging business expansion into the global market (Febriyantoro & Arisandi, 2018). This condition is in line with the findings Hapsari et al. (2023) which states that the use of digital technology by MSME actors is able to help the marketing process and market expansion, even though its implementation still faces limited infrastructure and digital readiness of business actors. On the other hand, the application of information technology plays an important role in improving operational efficiency, business process integration, and the quality of data-driven decision-making. Information technology allows MSMEs to manage information more quickly and accurately, while supporting organizational readiness in facing increasingly complex competition (Vial, 2021).Behind this great opportunity there are still significant challenges. In Palu City, for example, most MSMEs have not optimally utilized digital marketing and information technology in carrying out their business operations. Limited human resources, lack of digital literacy, lack of technological infrastructure, and low strategic awareness of global market potential are the main obstacles in the digital adoption process (Sanders et al., 2024). This condition causes many MSMEs to still be oriented to the local market and do not have adequate readiness to compete in the global market, even though they have potentially competitive products. Previous research has underlined the importance of digital marketing in increasing brand awareness, expanding market reach, and building consumer loyalty (Paramitha et al., 2022; Telambanua et al., 2023). Similarly, information technology plays a crucial role in operational efficiency, data-driven decision-making, and unlocking access to global markets through e-commerce platforms and integrated information systems (Ikhwana & Dianti, 2022). In addition, the decision to go global is seen as an important strategy for companies to gain learning, international market access, and a sustainable competitive advantage (Johanson & Vahlne, 2009; Liao et al., 2023).

Research that examines the influence of digital marketing strategies and the application of information technology on the competitive advantage of MSMEs still shows limitations, especially in terms of research model integration. Most previous studies have tended to analyze the direct influence of digital marketing or information technology on performance or competitive advantage separately. In addition, studies that place the decision to go global as a mechanism that bridges the relationship between digital marketing strategies, the application of information technology, and competitive advantage are still relatively limited, especially in the context of MSMEs in developing areas such as Palu City. Therefore, this study simultaneously examines the relationship between digital marketing strategies, the application of information technology, the decision to go global, and the competitive advantages of MSMEs in order to provide a more comprehensive understanding of the role of digital transformation in supporting the competitiveness of MSMEs in developing regions.

LITERATURE REVIEW

Grand and Middle Theory

From the theoretical perspective of the Resource-Based View (RBV), a company's competitive advantage comes from the ability to manage resources that are valuable, rare, difficult to replicate, and irreplaceable (Barney, 1991); Wernerfelt, 1984). Where digital marketing strategies and the application of information technology can be positioned as intangible resources that improve marketing performance, operational efficiency, and unique value creation. Therefore, the ability of MSMEs to adopt digital-based strategies is an important factor in increasing business competitiveness and sustainability in the midst of increasingly dynamic competition (Mustikasari et al., 2024). However, resource ownership alone is not enough to maintain excellence in a dynamic business environment, so Dynamic Capability Theory complements RBV by emphasizing the importance of a company's ability to detect market opportunities, capture opportunities through the rapid and effective implementation of digital strategies, and configure resources and business processes to be adaptive to global changes and competition (Teece et al., 1997). In this context, digital marketing strategies play a role in detecting international market opportunities through the use of digital data and analytics, while information technology supports the execution and transformation of organizations in a sustainable manner. Furthermore, the concept of Digital Marketing Capability strengthens these two perspectives by explaining that the company's ability to strategically integrate social media, SEO, content marketing, big data analytics, and marketing automation will increase marketing effectiveness, expand cross-border market reach, and strengthen global competitiveness (Chaffey & Bosomworth, 2013). Thus, these three theories complementarily provide a strong theoretical foundation to explain how digital marketing strategies and the application of information technology contribute to sustainable competitive advantage and influence the decision of MSMEs to expand into the global market.

The Influence of Digital Marketing Strategy on Competitive Advantage

According to Ningrum (2022) Digital marketing is defined as a marketing activity that utilizes digital platforms such as the web, social media, e-mail, search engines, and digital ads to promote products, build awareness, and expand the market. This is reinforced by Hidayat et al. (2025) which found that the application of digital marketing through social media and marketplaces was able to increase interaction between MSME actors and consumers and provide easy access to product information that had an impact on customer satisfaction. Digital marketing theory emphasizes four important aspects: (1) content & engagement, (2) digital channels (social media, e-commerce), (3) advertising & targeting, and (4) analytics & data-driven decision-making. Research results Telambanua et al. (2023) in the context of Honda motorcycles, Scoopy found a positive and significant influence of digital marketing on competitive advantage, proving that digital marketing strategies improve purchasing decisions and the competitive position of products. The MSME study confirms that the adoption of digital channels (e-commerce/social media) increases market reach and is an important factor in 'going digital' which leads to increased competitiveness (Baihaqi & Huda, 2023).
H1: Digital Marketing Strategy Has a Positive Effect on Competitive Advantage

The Effect of Information Technology Application on Competitive Advantage

The application of information technology plays an important role in building organizational capacity. IT infrastructure, system integration, and data analytics capabilities contribute greatly to improving operational efficiency and decision-making quality. According to Vial (2021), information technology plays an important role in the digital transformation of organizations, especially in improving efficiency, business process integration, and quality of decision-making. Research Wijaya & Simamora (2022) IT capabilities have proven to have a significant effect on the competitive advantage of culinary MSMEs and also show influence through strategy. The measurement of IT capabilities in this study includes infrastructure, human resources, and managerial capabilities. Similarly, research Lovely et al. (2021) affirms that IT capabilities increase organizational agility so that companies are able to respond to market dynamics more quickly, ultimately resulting in a stronger competitive advantage.
H2: The Application of Information Technology Has a Positive Effect on Competitive Advantage

The Influence of the Go Global Decision on Competitive Advantage

The decision to go global is a strategic decision by the company to expand its business activities to international markets through exports, cross-border cooperation, and the use of global digital channels (Johanson & Vahlne, 2009). From a Resource-Based View (RBV) perspective, the decision to go global allows companies to exploit internal resources and

capabilities more broadly, including international market knowledge, global networking, and cross-cultural learning that local competitors are difficult to replicate (Barney, 1991). The level of internationalization of the company has a positive effect on the competitive advantage, as the company gains strategic learnings and improved operational capabilities through involvement in the international market (Liao et al., 2023). In the digital era, the decision to go global accelerates the strengthening of digital and organizational capabilities, so that companies can build a long-term competitive advantage (Meyer et al., 2023). Thus, the decision to go global not only serves as a market expansion strategy, but also as a strategic mechanism to build and strengthen the company's advantages in the midst of increasingly fierce international competition.
H3: Go Global's Decision Has a Positive Effect on Competitive Advantage

The Influence of Digital Marketing Strategy on Go Global Decisions

According to Johanson & Vahlne (2009) Go Global's decision is a company's strategic decision to expand its operations, distribution, marketing, or sales to international markets. Digital marketing plays an important role in supporting international marketing activities, especially in building global brand awareness and reaching consumers across countries efficiently (Lubis & Widodo, 2024). Digital marketing strategy is one of the key factors in the digital internationalization process, where companies use digital channels as the main means of entering foreign markets (Vale et al., 2021). Research in the context of MSMEs and digital transformation shows that digital maturity increases export capabilities and international market access, digital transformation helps MSMEs expand market share through online channels (Baihaqi & Huda, 2023).
H4: Digital Marketing Strategy Has a Positive Influence on Go Global's Decision

The Influence of Information Technology Application on the Decision to Go Global

Information technology is a key factor in facilitating international trade and providing access for businesses around the world to global markets (Barus et al., 2024). IT implementation enables companies to manage cross-border operations more effectively, from international communications, global supply chain management, to performance control (Ginting et al., 2024). With IT, companies are more structurally and operationally prepared to enter the global market. Meyer et al. (2023) emphasizing that modern internationalization strategies rely heavily on technological and digital capabilities. Companies with high IT adoption rates tend to be more adaptive to changing global environments and are better able to make international expansion decisions quickly and appropriately.
H5: The Application of Information Technology Has a Positive Effect on the Decision to Go Global

Go Global’s Decision Mediates Digital Marketing Strategy and the Application of Information Technology to Competitive Advantage

The mediation model in this study is built based on the findings of the research conducted Silva et al. (2024); Givan & Pancasilawan (2025) It shows that digital marketing strategies and the application of information technology have a significant influence on the company’s decision to go global, because the use of digital technology is able to expand international market reach, increase marketing efficiency, and support the company’s readiness to face global competition. Research Altumairah (2025) Revealed that GO Global’s decision plays an important role in increasing its competitive advantage. Based on these findings, the decision to go global is positioned as a mediating variable that bridges the influence of digital marketing strategies and the application of information technology on the company’s competitive advantage.
H6: Go Global’s Decision Is Able to Mediate Digital Marketing Strategy on Competitive Advantage.
H7: Go Global’s Decision to Mediate the Application of Information Technology to Competitive Advantage.

METHODS

This study uses a quantitative approach The carried out on Micro, Small and Medium Enterprises (MSMEs) in Palu City. The quantitative approach was chosen because it allows objective hypothesis testing through variable measurements using structured instruments as well as inferential statistical analysis (Creswell & Creswell, 2018). The population in this study includes all MSMEs in Palu City that have or are utilizing digital marketing and information technology in their business activities, but the exact number of the population is unknown. Therefore, the determination of the number of samples refers to the Hair et al. (2019) that is 5 times the number of indicators. In this study, there are 20 indicators derived from 4 variables, each measured with 5 indicators, so that the minimum sample number used is 100 respondents (20 × 5). The sampling technique uses the purposive sampling method, which is a sample determination technique based on certain criteria that are relevant to the research objectives (Etikan & Bala, 2017). The respondent criteria include: (1) MSME actors who are domiciled and run a business in Palu City; (2) MSMEs that have used digital marketing such as social media, marketplaces, websites, or other digital platforms; (3) MSMEs that have utilized information technology in operational or marketing activities; and (4) owners or managers of MSMEs who have the authority to make strategic business decisions. Questionnaires were distributed directly to respondents to collect data. The questionnaire was compiled using the Likert scale, which ranges from strongly disagree (1) to strongly agree (5). The data analysis method in this study is Path Analysis because it is suitable for a causalistic research model, and does not require normal data distribution and large sample sizes.

Competitive advantage is a dependent variable in the study that is measured by 5 indicators: competitive price, differentiation of products or services, flexibility to market changes, customer relationships or loyalty, and market share control (Baihaqi & Huda, 2023). The mediating variables of going global decisions include organizational readiness, global market knowledge, internationalization motivation, access to international digital channels, and entry mode decisions (Johanson & Vahlne, 2009). The independent variables used are digital marketing strategies and the application of information technology. Digital marketing strategy variables are measured by digital channel presence, social media activity, content and SEO, email/CRM and automation, and measurement and analytics (Sanders et al., 2024). The variables of information technology application are measured by the availability of IT infrastructure, digital integration, the use of IT for operational efficiency, decision-making, and collaboration (Vial, 2021).

RESULTS

Descriptive Statistical Analysis

Table 1. Descriptive Statistical Analysis Results

	N	Min.	Max.	Red	Std. Deviation
Digital Marketing Strategy	100	17.00	45.00	33.9200	6.19332
Application of Information Technology	100	14.00	35.00	26.9500	4.71271
Go Global Decision	100	12.00	25.00	21.2300	2.62026
Competitive Advantage	100	12.00	30.00	20.4000	4.11207
Valid N (listwise)	100				

Source: Data Processed, 2026

The results of descriptive statistical analysis of 100 respondents showed that the digital marketing strategy variable had a minimum value of 17 and a maximum value of 45. The average value generated was 33.92 with a standard deviation of 6.19332. These findings indicate that the level of implementation of digital marketing strategies is high, although there are quite diverse differences in answers among respondents. In the variable of information technology application, the minimum value was recorded at 14 and the maximum was 35, with an average value of 26.95 and a standard deviation of 4.71271. This shows that respondents in general have applied information technology well and evenly. Furthermore, the decision variable to go global has a minimum value of 12 and a maximum of 25, with an average of 21.23 and a standard deviation of 2.62026. These results reflect the uniformity of positive respondents' perceptions of the decision to expand into the international market. Meanwhile, the competitive advantage variable showed a minimum value of 12 and a maximum of 30, with an average value of 20.40 and a standard deviation of 4.11207. This indicates that the level of competitive advantage is in the good category with a moderate level of variation in answers. All data used in this study came from 100 respondents and have been declared valid, making them suitable for use in further analysis.

Validity and Reliability Tests

Table 2. Validity and Reliability Test Results

Variable	Indicator	r count	r Table	Cronbach Alpha
Digital Marketing Strategy	X1.1	0.735	0,1966	0,909
	X1.2	0.577	0,1966	
	X1.3	0.740	0,1966	
	X1.4	0.801	0,1966	
	X1.5	0.787	0,1966	
	X1.6	0.761	0,1966	
	X1.7	0.811	0,1966	
	X1.8	0.863	0,1966	
	X1.9	0,831	0,1966	
Application of Information Technology	X2.1	0,825	0,1966	0,922
	X2.2	0,855	0,1966	
	X2.3	0,834	0,1966	
	X2.4	0,865	0,1966	
	X2.5	0,852	0,1966	
	X2.6	0,766	0,1966	
	X2.7	0,801	0,1966	
Go Global Decision	Z.1	0,790	0,1966	0,881
	Z.2	0,718	0,1966	
	Z.3	0,754	0,1966	
	Z.4	0,773	0,1966	
	Z.5	0,842	0,1966	
	Z.6	0,875	0,1966	
Competitive Advantage	Y.1	0,772	0,1966	0,825
	Y.2	0,811	0,1966	
	Y.3	0,791	0,1966	
	Y.4	0,686	0,1966	
	Y.5	0,775	0,1966	

Source: Data Processed, 2026

According to Sugiyono (2013), a questionnaire instrument is declared invalid if the calculated r-value or correlation coefficient is lower than the r-value of the table, so the instrument needs to be revised or not used. Based on the results of the validity and reliability test presented in Table 2, it can be found that all statements have a calculated r value that exceeds the r table. This indicates that all statement items meet the validity criteria and can be used as a data collection tool in research. In addition, the results of the reliability test showed that the Cronbach's Alpha value for each variable was above the minimum limit of 0.7. Thus, it can be concluded that the research instruments used have a good level of consistency and are declared reliable.

Classic Assumption Test

Table 3. Normality Test Results

	N	Unstandardized Residual
N		100
Normal Parameters[a,b]	Red	.0000000
	Std. Deviation	3.27983948
Competitive Advantage	Absolute	.089
	Positive	.046
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)		.050c

Source: Data Processed, 2026

In Table 3. presents the magnitude of Asymp's value. Sig. (2-tailed) of 0.050 > 0.050 or equal to the limit of 0.05, this is in accordance with the conditions that have been set, it can be concluded that the data is normally distributed and can be used in research.

Table 4. Phase I Multicollinearity Test Results

Variable	Tolerance	VIVID	Remarks
Digital Marketing Strategy	0,577	1,733	Multicollinearity does not occur
Application of Information Technology	0,577	1,733	Multicollinearity does not occur
a. DependenVariable:Go Global Decision			

Source: Data Processed, 2026

Table 5. Phase II Multicollinearity Test Results

Variable	Tolerance	VIVID	Remarks
Digital Marketing Strategy	0,554	1,804	Multicollinearity does not occur
Application of Information Technology	0,490	2,042	Multicollinearity does not occur
Go Global Decision	0,636	1,572	Multicollinearity does not occur
a. DependenVariable:Competitive Advantage			

Source: Data Processed, 2026

The results of the multicollinearity test in phase I and phase II showed that the variables of digital marketing strategy, information technology application, and go global decision had a tolerance value above 0.10 and a VIF value below 10. These results show that there is no problem of multicollinearity between independent variables, so it can be concluded that there is no high correlation between independent variables in the research model.

Table 6. Results of Phase I Heterokedasticity Test

Variable	Sig.	Remarks
Digital Marketing Strategy	0,356	Heteroscedasticity does not occur
Application of Information Technology	0,144	Heteroscedasticity does not occur
a. DependentVariable:Abs_Res1		

Source: Data Processed, 2026

Table 7. Results of the Phase II Heterokedasticity Test

Variable	Sig.	Remarks
Digital Marketing Strategy	0,425	Heteroscedasticity does not occur
Application of Information Technology	0,208	Heteroscedasticity does not occur
Go Global Decision	0,931	Heteroscedasticity does not occur
a. DependentVariable:Abs_Res2		

Source: Data Processed, 2026

The results of the heteroscedasticity test in stages I and II were found that the significance value (Sig) of each independent variable was greater than 0.05. The absence of a significant impact of independent variables on the absolute residual value is indicated by a significance value greater than 0.05. It can be concluded that the regression model in this study does not experience heteroscedasticity, so the residual variance is constant and the regression model is feasible to use for further analysis.

Multiple Regression Analysis

Table 8. Results of Multiple Regression Test Phase I

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.198	2.081		2.498	.014
	Digital Marketing Strategy	.141	.071	.212	1.993	.049
	Application of Information Technology	.387	.093	.443	4.154	.000
a. Dependent Variable: Go Global Decision						

Source: Data Processed, 2026

The results of the regression analysis in phase I, the digital marketing strategy variable showed a regression coefficient value of 0.141 with a significance level of 0.049 which was below the limit of 0.05. These findings indicate that digital marketing strategies have a positive and significant influence on the decision to go global. Furthermore, the results of the regression test also showed that the variable of information technology application had a regression coefficient of 0.387 with a significance value of 0.000 which was smaller than 0.05. Thus, it can be concluded that the application of information technology has a positive and significant influence on the decision to go global.

Table 9. Results of Phase I Determination Coefficient

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603a	.364	.351	3.31348
a. Predictors: (Constant), Application of Information Technology, Digital Marketing Strategy				

Source: Data Processed, 2026

The results of the determination coefficient test in phase I obtained an R Square value of 0.364. This shows that the variables of digital marketing strategy and the application of information technology were able to explain the variation in the decision to go global by 36.4%, while the remaining 63.6% was explained by other variables outside this research model.

Table 10. Results of Multiple Regression Test Phase II

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.586	1.327		7.980	.000
	Digital Marketing Strategy	.101	.045	.239	2.263	.026
	Application of Information Technology	.154	.062	.277	2.469	.015
	Go Global Decision	.150	.063	.236	2.394	.019
a. Dependent Variable: Competitive Advantage						

Source: Data Processed, 2026

The results of the regression test in phase II, the variable of the digital marketing strategy showed a regression coefficient of 0.101 with a significance level of 0.026 which was below the value of 0.05. These findings indicate that digital marketing strategies have a positive and significant influence on competitive advantage. Furthermore, the results of the regression analysis also showed that the variable of information technology application had a regression coefficient of 0.154 with a significance value of 0.015 which was smaller than 0.05. This confirms that the application of information technology has a positive and significant effect on competitive advantage. In addition, the go global decision variable has a regression coefficient of 0.150 with a significance level of 0.019 which is also below 0.05. Thus, it can be concluded that the decision to go global has a positive and significant influence on competitive advantage.

Table 11. Phase II Determination Coefficient Results

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639a	.408	.389	2.04771
a. Predictors: (Constant), Go Global Decisions, Digital Marketing Strategies, Application of Information Technology				

Source: Data Processed, 2026

The results of the determination coefficient test in phase II obtained an R Square value of 0.408. This shows that the variables of digital marketing strategy, the application of information technology and the decision to go global were able to explain the variation in competitive advantage of 40.8%, while the remaining 59.2% was explained by other variables outside this research model.

Path Analysis with Sobel Test

The calculation of the path analysis begins with conducting a direct regression test to obtain the regression coefficient (a) and standard error (SE_a).

Table 12. Results of the First Regression Test

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.125	2.002		4.559	.000
	Digital Marketing Strategy	.332	.058	.501	5.725	.000
a. Dependent Variable: Go Global Decision						

Source: Data Processed, 2026

Table 13. Results of the Second Regression Test

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.733	1.962		3.432	.001
	Application of Information Technology	.507	.072	.581	7.070	.000
a. Dependent Variable: Go Global Decision						

Source: Data Processed, 2026

Table 14. Results of the Third Regression Test

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.518	1.147		12.658	.000
	Go Global Decision	.329	.055	.516	5.969	.000
a. Dependent Variable: Competitive Advantage						

Source: Data Processed, 2026

Then to find out the influence of the intervening variable (indirect influence) shown by the results of the regression output above whether it is significant or not, and it is tested using the sobel test as follows:

$$z_{hitung} = \frac{a \times b}{\sqrt{(b^2 \times SE_a^2) + (a^2 \times SE_b^2)}}$$

Description :

- a: The regression coefficient of the independent variable to the mediation variable.
- b: The regression coefficient of the mediating variable against the dependent variable.
- SE_a: Standard error of estimation of the influence of independent variables on mediation variables.
- SE_b: Standard error of estimation of the influence of mediation variables on dependent variables.

H6: The Indirect Influence of Digital Marketing Strategy through the Go Global Decision on Competitive Advantage.

The calculation of the first mediation hypothesis test test obtained a z value (t calculated) of 4.13567 which is greater than t table 1.661 with a significant rate of 5%. This shows that the decision to go global is able to mediate the influence of digital marketing strategies on competitive advantage.

H7: The Indirect Influence of the Application of Information Technology through the Go Global Decision on Competitive Advantage.

The sobel tets calculation of the second mediation hypothesis obtained a z-value (t calculated) of 4.55893 greater than the t table 1.661 with a significant rate of 5%. This shows that the decision to go global is able to mediate the influence of the application of information technology on competitive advantage.

DISCUSSION

The Influence of Digital Marketing Strategy on Competitive Advantage

The results of the study revealed that digital marketing strategies have a positive impact on the competitive advantage of MSMEs. These findings show that the use of various digital platforms, effective content management, and interactive communication with customers through digital media allows MSMEs to create added value that is not easily replicated by competitors. Digital marketing not only plays a role as a promotional medium, but also becomes a strategic instrument in building differentiation, strengthening relationships with customers, and increasing the speed of response to market dynamics and changing tastes. Viewed from the perspective of the Resource-Based View (RBV), digital marketing strategies can be categorized as intangible assets that have strategic value, are unique, and difficult to replicate, especially when managed in a sustainable and innovative manner by MSMEs (Barney, 1991). The results of this study are in line with the findings Baihaqi & Huda (2023) and Telambanua et al. (2023) which emphasizes that the implementation of digital marketing contributes to increasing competitiveness through increased visibility and product differentiation. Thus, this research further strengthens the view that digital marketing strategy is a strategic capability that plays an important role in creating a competitive advantage for MSMEs.

The Effect of Information Technology Application on Competitive Advantage

The results of the study show that the application of information technology has a positive influence on the competitive advantage of MSMEs. These findings indicate that the use of information technology not only contributes to increasing operational efficiency, but also strengthens the ability of MSMEs to manage information, coordinate business processes, and make faster and more accurate decisions. the perspective of Dynamic Capability Theory, the application of information technology serves as a supporting factor that allows companies to identify opportunities, take advantage of them, and make continuous adjustments and rearrangements of resources (Teece et al., 1997). The findings of this study are in line with the results of the study Vial (2021) and Wijaya & Simamora (2022) which states that information technology capabilities play an important role in increasing organizational agility and competitiveness. Thus, information technology is not only positioned as a means of supporting operational activities, but also as a strategic capability that is able to strengthen the competitive advantage of MSMEs.

The Influence of the Go Global Decision on Competitive Advantage

The results of the study show that the decision to go global has a positive effect on the competitive advantage of MSMEs. These findings indicate that the involvement of MSMEs in the international market allows for a learning process, an improvement in quality standards, and the expansion of business networks which ultimately strengthens a competitive position. From an RBV perspective, the go-global decision allows companies to exploit and develop internal resources more optimally through cross-market learning and knowledge accumulation that is difficult for local competitors to replicate (Barney, 1991). These findings are in line with research Liao et al. (2023) and Meyer et al. (2023) which shows that internationalization contributes to increasing competitive advantage through strengthening organizational capabilities. Thus, the decision to go global can be seen as an important strategy in building the long-term competitive advantage of MSMEs.

The Influence of Digital Marketing Strategy on Go Global Decisions

The findings of the study show that digital marketing strategies have a positive effect in encouraging MSMEs' decisions to go global. This shows that the use of digital platforms helps MSMEs obtain international market information, build cross-border brand awareness, and reach global consumers without having to have a physical presence abroad. Digital marketing lowers barriers to international market entry and increases the confidence of MSMEs in making global expansion decisions. These results support the findings that digital marketing is the main driver of digital internationalization of MSMEs (Baihaqi & Huda, 2023; Vale et al., 2021). In the context of Dynamic Capability Theory, digital marketing strategies reflect the ability of MSMEs to detect global market opportunities and respond quickly through the use of digital technology.

The Influence of Information Technology Application on the Decision to Go Global

The application of information technology has proven to have a positive effect on the decision to go global for MSMEs. This shows that technological readiness is an important factor in supporting the complexity of cross-border operations, such as international communications, supply chain management, and performance control. These findings are in line with research that confirms that modern internationalization is highly dependent on digital and information technology capabilities (Ginting et al., 2024; Meyer et al., 2023). From the perspective of Dynamic Capability, information technology plays a key role in reconfiguring resources to align with the demands of the dynamic global market.

The Role of Decision Mediation Go Global

The results of the mediation test show that the decision to go global strengthens the influence of digital marketing strategies and the application of information technology on competitive advantage. These findings show that digital capabilities will have a more optimal impact on competitiveness when followed by strategic decisions to enter the global market. In other words, digital marketing and information technology not only create a direct competitive advantage, but also encourage the strategic transformation of MSMEs towards the international market which ultimately strengthens the competitive position. These results support the Dynamic Capability Theory, which emphasizes that competitive advantage is created through an organization's ability to integrate, build, and reconfigure resources in response to market opportunities (Teece et al., 1997).

CONCLUSION

The results of the hypothesis test show that digital marketing strategies and the application of information technology have a positive and significant influence on the competitive advantage of MSMEs in Palu City, both directly and through the decision to go global. The implementation of digital marketing strategies has proven to be able to increase the readiness of MSMEs to expand into the international market while strengthening their competitive position. Meanwhile, the use of information technology encourages global decision-making and increases competitive advantage through increased operational efficiency and accuracy in the decision-making process. In addition, the decision to go global has also been proven to have a positive influence on competitive advantage and acts as a mediating variable that strengthens the relationship between digital marketing strategies and the application of information technology to competitive advantage. Thus, the integration between digital transformation and global expansion strategies is a crucial factor in building sustainable MSME competitiveness.

LIMITATION

There are some limitations in the results of the study. First, data collection through questionnaires faces obstacles in the form of difficulties in obtaining responses from MSME actors, due to time constraints, business busyness, and low willingness of some respondents to participate, which has the potential to affect data representation. Second, this study uses a quantitative approach with a cross-sectional design, so that it has not been able to capture the dynamics of changes in digital marketing strategies, the application of information technology, and dynamic global decisions. Third, the data used is also sourced from respondents' perceptions (self-reported), so it has the potential to cause subjectivity bias. Fourth, the scope of research is limited to MSMEs in Palu City, causing the research results to not be widely generalized to other regions with different characteristics and levels of digital adoption.

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