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LITERATURE REVIEW OF THE ROLE OF DIGITAL TRAINING IN IMPROVING THE SUCCESS OF MSMEs

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ABSTRACT

This study aims to analyze the role of digital training in increasing the success of MSMEs and identify factors that influence the effectiveness of digital training for MSME actors based on a systematic literature review..This research uses a descriptive exploratory approach using an approach to literature review or library study, namely referring to various literature, such as books, dissertations, scientific journals and the internet.The literature review shows that digital training plays a crucial role in improving the competency, strategic mindset, and success of MSMEs through the use of digital technology, social media, and e-commerce. Furthermore, the study also shows that the effectiveness of digital training is influenced by several factors, including community and instructor support, the entrepreneur's education level, the use of digital platforms, and the duration and sustainability of the training program. These factors contribute to improving MSMEs' digital skills and their ability to develop their businesses in the digital era.

Keywords : The Role of Training, MSME Success, Systematic Literature Review

INTRODUCTION

In the ever-evolving digital economy, digital transformation has become a crucial requirement for Micro, Small, and Medium Enterprises (MSMEs) to survive and compete in an increasingly competitive market. This situation demonstrates the need for MSMEs to possess adequate capabilities in utilizing digital technology to grow their businesses.

The lack of digital training has resulted in MSMEs not optimally utilizing various digital platforms such as e-commerce, social media, and digital payment systems. Consequently, the potential of digitalization to expand market reach, improve operational efficiency, and strengthen business competitiveness remains underutilized. Yet, with sound digital knowledge and skills, MSMEs can optimize marketing strategies, accelerate transactions, and increase business productivity.

Therefore, it is important to examine in more depth how digital training can contribute to the success of MSMEs in the era of digital transformation. Through a comprehensive literature review, this research is expected to provide insight into the importance of increasing digital capacity for MSMEs as a strategic step in supporting national economic growth. As illustrated in the attached data:



Source: https://databoks.katadata.co.id

Figure 15 Biggest Obstacles for MSMEs in Undertaking Digital Transformation

Based on the data in the figure "5 Biggest Obstacles for Indonesian MSMEs in Undertaking Digital Transformation (August 2022)," it can be seen that one of the main obstacles faced by MSMEs in transitioning to online business systems is a lack of digital training, with 49% of respondents citing this. This situation indicates that the majority of MSMEs lack the skills and knowledge to utilize digital technology for their business activities.

The lack of digital training makes it difficult for MSMEs to understand how to use e-commerce platforms, digital payment systems, online marketing strategies, and customer data management. Consequently, the vast potential of digitalization to expand market reach, increase efficiency, and strengthen competitiveness is not being optimally utilized.

Based on this description, this situation presents a challenge for the millennial generation in achieving business success and should not be viewed as an obstacle. However, research by Budiyanto & Effendy (2020) shows that business actors still face various obstacles, including: "Limited business facilities and infrastructure, especially related to technological tools. Most MSMEs use rudimentary technology, making it difficult to compete in terms of quality and quantity."

In an era of increasingly competitive competition, millennials are required to master technological developments, including leveraging online promotions as a marketing strategy. This aligns with research by Effendy & Sunarsi (2020), which states, "Online promotions are more effective through social media than promotions through electronic and print media."

Given these various challenges, this situation also presents an opportunity for the millennial generation to navigate business competition in this competitive era. A spirit of innovation and adaptability are crucial for business growth and competitive

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advantage. Therefore, research is needed on "A Literature Review of the Role of Digital Training in Improving the Success of MSMEs."

LITERATURE REVIEW

1. Understanding Digital Training

Training According toBariqi, (2018).is "An activity to improve employee knowledge and skills in the work they do every day."

According to Ngongo et al (2019), the Digital Era is "a time when all humans can communicate closely with each other even though they are far apart. We can quickly find out certain information, even in real time."

So according to the author, Digital Training isa learning process that aims to improve individual knowledge, skills, and abilities in utilizing digital technology effectively to support work implementation, business development, and increase competitiveness in the digital era.

So "Digital marketing training plays an important role in increasing the adaptability, innovation, and self-confidence of MSME actors in facing the digital market." (Sudirman inRamadhani, 2025).

As in the research by Effendy, et al. (2025) that it is necessary for "MSMEs to actively undertake training to improve digital skills, such as product design, online marketing, and online store management. In addition, they also integrate technology into the production process to increase efficiency and productivity, while still focusing on product quality as a way to compete in the market. In addition to human resource development, the use of social media such as WhatsApp, Instagram, and TikTok has become an important tool in marketing products and building brand image."

2. Understanding MSME Success

According to Lestari in Mastura, et al. (2019) "Business success is a state that describes others of equal standing." Meanwhile, according to Luk in Purnama (2010), namely "Regarding the determining factors for the success of this small industrial business, the results of his research found that the success of small businesses is characterized by innovation, behavior willing to take risks. Likewise, the results of Murphy's research in the same source found that the success of small businesses is contributed by hard work, dedication, and commitment to service and quality. The various determining factors for the success of small industrial businesses identified by Luch's research are basically a reflection of business capabilities (knowledge, attitudes and skills), relevant experience, work motivation and the level of education of an entrepreneur."

SoAccording to the author, business success is measured not only by profits, but also by the entrepreneur's ability to innovate, adapt to change, and utilize existing knowledge and skills to sustainably develop their business. Therefore, competency development, including through digital training, is a crucial factor in supporting the success of MSMEs in the digital era.

As for the definition of Micro, Small, and Medium Enterprises (MSMEs) in Effendy et al. (2023), based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs), Micro Enterprises are productive businesses owned by individuals or individual business entities that meet the criteria of

micro businesses. Small Enterprises are productive economic enterprises that stand alone and are not subsidiaries or branches of companies. Meanwhile, Medium Enterprises are productive economic enterprises that stand alone, run by individuals or business entities, and are not subsidiaries or branches of companies owned or controlled by other businesses.

METHOD

This research uses a descriptive exploratory approach by analyzing "Literature Review of the Role of Digital Training to Increase the Success of MSMEs". This scientific work is developed using an approach to literature review or library research. In Sudaryanto, R., & Wijayanti, RR (2013), that, "This conceptual approach is carried out by referring to several sources, such as books, scientific journals, and the internet. All existing descriptions of ideas are combined in a single framework of thought.

According toCooper and Schindler, (2014), is "Research that critically examines or reviews knowledge, ideas, or findings contained in the body of academic-oriented literature, and formulates its theoretical and methodological contributions to a particular topic."

1. **Data Analysis Methods**

   The data analysis used in this study, using the literature review method, includes a comprehensive description of how to analyze the researched concept. The approach used in analyzing this data is the exposition method, which is "by presenting existing data and facts so that correlations can be found between them." (Ulhaq et al., 2020)

2. **SLiterature Search Strategy**

   The successorpublication article order on Google, Google Scholar, Scopus Preview and Research Gate using selected keywords, namely "The Role of Digital Training in Improving the Success of MSMEs"in English and Indonesian.

   MeaningCategories or journals that meet the inclusion and exclusion criteria are selected for further analysis. This literature review utilizes literature from the last 10 years, from 2016 to 2025, accessible in full-text PDF format and scholarly (peer-reviewed journals). The journals reviewed are research journal articles in Indonesian and English.

RESEARCH RESULTS

Based on the results of a literature review of various previous studies on the Role of Digital Training in Improving the Success of MSMEs, it was found that digital training has a significant contribution in improving the competence of MSME actors, encouraging the use of digital technology, and supporting business success. Furthermore, the results of the literature review also show that the effectiveness of digital training is influenced by various factors, such as the sustainability of the training program, education level, community support, access to technology, and the ability of entrepreneurs to utilize digital media. Therefore, the following discussion is a synthesis of various published research results to provide an overview of the role of digital training in improving the success of MSMEs.

1. **The Role of Digital Training in Improving the Success of MSMEs Reviewed**

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from Systematic Literature

The literature review shows that digital training plays a crucial role in increasing the success of MSMEs. Various studies have shown that digital training not only improves the technical skills of entrepreneurs in utilizing technology but also fosters the strategic mindset needed to face business competition in the digital era. Through ongoing training, MSMEs are able to improve their competencies, adapt to technological changes, and develop their businesses more effectively.

As research by Ngemba et al. (2024) states, "Digital training plays a crucial role in empowering young creativepreneurs in the era of technological transformation. Key findings indicate that training duration significantly impacts the digital competencies achieved by participants. Short-term training provides a basic introduction to digital tools and techniques, but often fails to support in-depth mastery of their application. Conversely, long-term or ongoing training not only improves technical skills but also fosters strategic thinking, which is essential for sustainability and adaptation in an increasingly dynamic business world."

In addition to improving competency, literature also shows that the use of digital technology is a factor supporting the success of MSMEs. Social media and e-commerce provide opportunities for businesses to expand their marketing reach, increase sales, and strengthen their competitiveness. However, the success of digital technology utilization is still influenced by the MSME's ability to master digital marketing.

This is supported by Arumsari et al. (2022), who stated that "The role of digital technology has a significant influence on MSMEs. The emerging technological paradigm leverages the potential of stronger and more sustainable MSMEs. Social media and e-commerce can become sales platforms for MSMEs. It is known that MSMEs have not fully embraced digital developments, primarily due to a lack of knowledge about digital marketing."

Based on the results of these various studies, it can be concluded that digital training is a strategic effort to increase the success of MSMEs. Continuous training will improve digital competency and encourage entrepreneurs to utilize various digital platforms to develop their businesses.

2. Factors Influencing the Effectiveness of Digital Training for MSMEs Reviewed from Systematic Literature

The literature review shows that the effectiveness of digital training is not solely determined by the training material but is also influenced by various supporting factors throughout the training process. Community support, instructor guidance, access to technology, and the sustainability of the training program are all factors that determine participants' success in applying the digital skills they have acquired.

In research by Junaedi & Rojali (2024),"By utilizing digital platforms and social media, participants can reach a wider audience and promote their creative products more effectively. The research also shows that supporting factors such as community support and instructor guidance significantly assist participants in optimizing training outcomes, while obstacles such as limited access to the internet and digital devices remain challenges that need to be addressed."

Furthermore, the importance of sustainable training programs has also been highlighted in various studies. Sustainably designed training programs provide participants with the opportunity to improve their technical skills while developing long-term business strategies.

As explained by Ngemba, et al. (2024),"The implications of these findings emphasize the importance of designing digital training programs that not only provide technical skills but also support the development of long-term business strategies. Therefore, training providers are advised to consider program duration and sustainability as critical factors in training design."

In addition to training, education level is also a factor influencing MSME development. The higher the education level of entrepreneurs, the greater their ability to embrace innovation and utilize digital technology to grow their businesses. This is consistent with research by Septiandika & Fitria (2022), which states:"The higher the level of education, the better the development of MSMEs and vice versa."

Furthermore, the intensity of training also influences the development of MSMEs. Optimally implemented training will improve entrepreneurs' capabilities in running their businesses, while limited training will hinder the business development process.

This is reinforced by Soraya, et al. (2023) who stated that"Maximum training can be interpreted as maximizing the development or improvement of MSMEs. Conversely, when training is minimal, MSME development is also minimal or even non-existent."

Based on the literature review, it can be concluded that the effectiveness of digital training is influenced by several factors, including program sustainability, community and instructor support, access to digital technology, the education level of MSMEs, and the intensity of the training provided. The better these factors are met, the greater the opportunity for MSMEs to improve their digital competency and achieve business success.

CONCLUSION

It can be concluded that ongoing digital training plays a role in improving the competency and strategic mindset of MSMEs, thereby supporting business sustainability and adaptation in the digital era. Furthermore, the use of social media and e-commerce significantly influences MSME success, although low digital literacy and knowledge remain a challenge for entrepreneurs.

Based on a systematic literature review, the effectiveness of digital training for MSMEs is influenced by several key factors, including the use of digital platforms and social media, community support and instructor guidance, the entrepreneur's education level, and the duration and sustainability of the training program. Sustainably designed training supported by adequate resources has been shown to improve both technical skills and MSME business strategies, while limited internet access, digital devices, and minimal training intensity can be obstacles that can hinder business development.

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