

Research Article

The Influence of Entrepreneurship Training, Capital Access, and Digital Marketing Strategies on the Business Expansion of Bandar Lampung MSMEs

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Abstract: Micro, small, and medium enterprises (MSMEs) constitute a pivotal pillar of local economic resilience in Bandar Lampung, particularly in the fashion, salon and beauty, and professional service sectors. Notwithstanding their considerable growth potential, many MSMEs continue to encounter structural constraints that impede business expansion, most notably limited entrepreneurial capability, restricted access to capital, and the suboptimal utilization of digital marketing. Against this backdrop, the present study aims to examine the partial and simultaneous effects of entrepreneurship training, capital access, and digital marketing strategy on MSME business expansion. This research employed a quantitative explanatory design with a cross-sectional approach. Data were collected from 100 MSME owners selected through purposive sampling from a population of 2,785 enterprises, and were analyzed using multiple linear regression with SPSS. The findings reveal that entrepreneurship training does not exert a statistically significant effect on business expansion ($B = 0.000$; $p = 0.998$), indicating that training, in isolation, has not yet been effectively translated into concrete growth-oriented business practices. By contrast, access to capital has a positive and significant effect ($B = 0.263$; $p = 0.001$), demonstrating that financial accessibility enhances operational scale and market development. More importantly, digital marketing strategy emerges as the most influential determinant of business expansion ($B = 0.593$; $p < 0.001$), confirming that digital platform utilization substantially strengthens market reach, customer engagement, and business competitiveness. Simultaneously, the three variables significantly affect MSME expansion ($F = 34.061$; $p < 0.001$), with an explanatory power of 51.6%.

Keywords: Access to Capital; Business Expansion; Digital Marketing Strategy; Entrepreneurship Training; MSMEs.

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1. Introduction

In recent years, the global economic landscape has undergone significant changes, with digitalization emerging as a central force in reshaping market structures, business models, and interactions between businesses and consumers. Digital transformation has become one of the key drivers of modern economic growth, leveraging information and communication technology in production, marketing, distribution, and business management activities (Gunawan, 2024; Abi Wicaksono et al., 2024). This digital shift enables businesses to access broader markets beyond geographic limitations while improving cost efficiency and decision-making speed through digital platforms and data-driven technologies (Marzana et al., 2023).

In the national context of Indonesia, the acceleration of the digital economy has been particularly notable, driven by increased internet penetration, mobile device usage, and digital technology adoption across various sectors (Mahadipta et al., 2024). This evolution has created significant opportunities for Micro, Small, and Medium Enterprises (MSMEs) to enhance their competitiveness, expand market reach, and foster sustainable business growth through adaptive digital strategies (Rahim & Puryandani, 2025). MSMEs play a pivotal role as the backbone of Indonesia's economy, contributing over 61.9% to the national Gross

Domestic Product (GDP) and absorbing more than 97% of the workforce (Desti Arnita, 2024). This highlights their crucial position not only as economic drivers but also as essential pillars supporting community-based economic sustainability.

In Bandar Lampung, the MSME sector has also experienced significant growth, particularly in the fashion, salon and beauty services, and professional services sectors. The fashion sector, dominated by small-scale garment production, local boutiques, tailors, and online fashion sales, leverages trends and social media platforms for product promotion. Similarly, the salon and beauty services sector has grown in response to the rising demand for personal care and grooming services for both formal and informal events. The professional services sector, including photography, graphic design, creative printing, event organizing, and non-formal education services, has expanded as part of the local creative economy. According to Diana et al. (2023), these sectors hold substantial potential for business expansion but face significant challenges, including a lack of entrepreneurial competencies, limited access to capital, and underutilization of digital marketing strategies.

Despite this significant growth, many MSMEs in Bandar Lampung still face fundamental challenges in scaling their businesses, such as limited entrepreneurial skills, poor access to formal financial resources, and underdeveloped digital marketing capabilities (Permanasari, 2026). These obstacles underscore the importance of strengthening MSME capacities at the local level to enhance competitiveness, business sustainability, and the ability to expand. The current empirical reality reveals that many MSMEs in Bandar Lampung are hindered by low entrepreneurial capacity, particularly in management, business planning, product innovation, and risk mitigation. Furthermore, access to capital remains a primary challenge, limiting the ability of MSMEs to scale production, develop business networks, or innovate (Fasluki et al., 2023). Digital marketing, while having potential, is not yet fully optimized by many businesses due to digital literacy limitations, poor content management skills, and a lack of understanding of consumer behavior in the digital space. These constraints prevent MSMEs from expanding their reach and improving their competitiveness.

Business expansion remains a critical factor for MSMEs, representing their growth through increased production capacity, product diversification, market reach, and workforce expansion. Expansion indicators are essential for assessing sustainable business growth (Ramadhani et al., 2025; Rahyono & Alansori, 2021). However, a gap remains between the potential for expansion presented by the digital economy and the actual capabilities of MSMEs in Bandar Lampung. While the digital economy offers vast opportunities, these can only be fully utilized if MSMEs have the necessary entrepreneurial skills, access to capital, and digital marketing strategies (Nur Avan, 2025).

The importance of this research lies in analyzing the factors influencing MSME business expansion, particularly entrepreneurship training, capital access, and digital marketing strategies. Entrepreneurship training plays a significant role in improving the capabilities of business owners by strengthening their knowledge, skills, and entrepreneurial mindset. Asrah et al. (2024) emphasize that entrepreneurship training contributes to enhancing managerial skills and business opportunity identification, which is critical for MSME owners in Bandar Lampung. This research aims to provide empirical evidence on how training programs, capital access, and digital marketing strategies can jointly contribute to business expansion, thus offering valuable insights for policymakers, financial institutions, and MSME owners.

2. Preliminaries or Related Work or Literature Review

Resource-Based View (RBV)

The Resource-Based View (RBV) constitutes one of the most pertinent theoretical perspectives for explaining why firms exhibit differing capacities to achieve growth and sustain competitive advantage. This perspective posits that business success is profoundly shaped by an organization's ability to manage internal resources that are valuable, rare, difficult to imitate, and not easily substitutable. In the context of MSMEs, such resources are not confined to physical assets alone, but also encompass knowledge, skills, networks, experience, and the capability to leverage digital technology. Accordingly, variations in performance and expansion capability among MSMEs may be understood through differences in both the quality and management of the resources possessed by individual business actors (Dwi Zhaafira Pratiwi, 2024; Awaludin et al., 2024).

The relevance of RBV becomes even more pronounced in the digital economy, where MSMEs are required not merely to survive but also to remain adaptive in the face of an evolving business environment. Technological capability, the ability to identify market

opportunities, and the strengthening of entrepreneurial competence have emerged as strategic resources that determine business sustainability. Endratama dan Wulandari (2023) assert that intangible resources, such as managerial knowledge and business networks, make a substantial contribution to enhancing competitiveness. Likewise, Muhammad Hasanuddin (2025) underscores the importance of dynamic resource management so that business actors can respond to market changes with both agility and precision. Within this study, RBV serves as the theoretical foundation for explaining that entrepreneurship training, access to capital, and digital marketing strategies constitute strategic resources capable of fostering MSME business expansion when combined effectively (Anugrah et al., 2025; Khasanah et al., 2025).

Entrepreneurship Training

Entrepreneurship training is understood as a structured learning process aimed at enhancing the knowledge, skills, attitudes, and behavioral capacities of business actors so that they are better prepared to manage and develop their enterprises (Rahyono et al., 2024; Magad et al., 2024). Within the framework of MSME development, training functions not only as a medium for knowledge transfer but also as an instrument for cultivating an entrepreneurial mindset that is innovative, adaptive, and growth-oriented. Anisa Nur Aziizah et al. (2025) explain that competency-based training can strengthen motivation, independence, and the confidence of business actors in making strategic business decisions. In a similar vein, Rumyeni et al. (2025) emphasize that entrepreneurship training should encompass managerial, business planning, financial, and marketing dimensions in order to comprehensively improve the quality of MSME human resources.

Entrepreneurship training may be delivered in various forms, including workshops, mentoring, business assistance programs, and digitally mediated training through online platforms. In practice, the effectiveness of such training is strongly influenced by the relevance of the training content, the competence of instructors, the learning methods employed, and the continuity of post-training assistance. Masrizal et al. (2022) demonstrate that digital marketing training for MSMEs can broaden participants' practical understanding of technology-based marketing. Yunita et al. (2025) further affirm that experiential approaches, such as simulation and hands-on practice, are more effective in developing the applied skills of business actors. Accordingly, entrepreneurship training in this study is positioned as a knowledge-based resource with the potential to strengthen MSMEs' ability to plan for growth, enhance the quality of business management, and promote sustainable business expansion (Buci Morisson & Aula Ahmad Hafidh Saiful Fikri, 2025).

Access to Capital

Access to capital refers to the ability of MSMEs to obtain the financial resources necessary to sustain business operations and expand their scale of activity (Nurbaiti et al., 2023; Manan et al., 2023). The availability of capital constitutes a critical factor in business development because it is directly associated with the capacity to increase production, broaden distribution channels, pursue product innovation, and reinforce competitiveness. In many cases, limited capital becomes a principal constraint that prevents MSMEs from growing despite their considerable market potential. Sairun (2025) explains that MSME access to credit is influenced by firm size, sectoral characteristics, and internal managerial capacity. This finding is reinforced by Vicky Yoga Satria et al. (2025), who show that financial literacy and access to capital exert a positive effect on MSME performance.

From a theoretical standpoint, the discussion of access to capital is also linked to financial constraints and pecking order theory, according to which business actors tend to rely on internal funds before seeking external financing. However, when the need for expansion intensifies, access to financial institutions, fintech services, cooperatives, or microfinance becomes increasingly vital. Randyantini et al. (2025) emphasize that sound financial governance can improve MSMEs' prospects of securing working capital. Iqromi et al. (2025) likewise demonstrate that strengthening financial literacy and digital innovation can support business sustainability. Therefore, access to capital in this study is understood not merely as the availability of funds, but as the capacity of MSMEs to secure appropriate, sufficient, and development-oriented financing.

Digital Marketing Strategy

A digital marketing strategy refers to a marketing approach that utilizes digital media to reach, attract, and retain consumers more effectively. For MSMEs, this strategy has become increasingly significant because it offers promotional opportunities that are broader in reach, lower in cost, more measurable, and more interactive than conventional marketing. Putra et al. (2025) show that digital marketing contributes to improvements in MSME productivity and sales through the utilization of diverse digital channels. Nuraisyah et al. (2023) assert that digital marketing is a highly relevant strategy for MSMEs in the Industry 4.0 era because it enables business actors to broaden market access and increase product visibility. In addition, Andalusi et al. (2025) illustrate that training in marketing and promotion can strengthen the competitiveness of MSME products.

MSME Business Expansion

In relation to business expansion, digital marketing strategies enable MSMEs to broaden their market reach without relying exclusively on physical expansion. The use of social media, marketplaces, digital content, and marketing analytics can enhance customer interaction while also enabling business actors to refine their strategies in accordance with market needs (Pratama et al. 2025; Muhafamah et al., 2025). MSME business expansion itself is understood as a process of enterprise growth reflected in increased sales, market expansion, strengthened operational capacity, and the addition of business resources (Ariningrum & Haryono, 2020; Febrianty et al., 2024). Rsesarch by Biduri (2022) shows that institutional strengthening and digital marketing can support the resilience and development of MSMEs. Maimuna et al. (2024) add that digital transformation constitutes a major driving force in the development of the digital economy and business growth. Thus, the combination of entrepreneurship training, access to capital, and digital marketing strategy may be understood as a principal determinant of MSME business expansion in the context of an increasingly dynamic competitive environment.

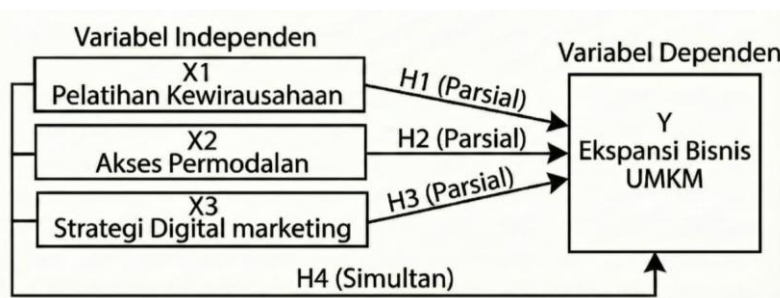


Figure 1. Research Model.

3. Materials and Method

Research Design

This study employed a quantitative explanatory approach with a causal research design. The quantitative method was chosen because the study aimed to test the relationships and effects among variables using numerical data and statistical procedures. The explanatory design was intended to identify both partial and simultaneous effects of entrepreneurship training, access to capital, and digital marketing strategy on MSME business expansion (Sujarweni, 2018). In addition, the study adopted a cross-sectional design, as data were collected at one point in time without repeated observation or intervention. Such a design is appropriate for examining current perceptions and business conditions in a relatively efficient manner (Sugiyono, 2021; Sekaran & Bougie, 2016).

Variable Identification and Operational Definitions

This study examined four variables consisting of three independent variables and one dependent variable. The independent variables were entrepreneurship training (X1), access to capital (X2), and digital marketing strategy (X3), while the dependent variable was MSME business expansion (Y). These variables were selected because they are theoretically associated with enterprise growth and development, particularly within the MSME sector. Entrepreneurship training was conceptualized as a structured learning process aimed at enhancing entrepreneurial knowledge, skills, and attitudes in order to strengthen business

capability (Sugito et al., 2024). Access to capital referred to the ability of MSME owners to obtain financial support from formal and alternative funding sources, which is essential for improving operational efficiency and competitiveness (Oktaviani et al., 2024). Digital marketing strategy was understood as the use of digital platforms and content to support promotion and market reach, with platform selection and content quality functioning as key indicators of effectiveness (Sunarto et al., 2025; Khoerunnisa et al., 2025). Meanwhile, MSME business expansion was defined as business growth reflected in increased turnover, production capacity, assets, workforce, and market coverage (Annisa Kurniawan, 2021; Marlinda & Soleha, 2024). All variables were operationalized through clearly defined indicators and measured using a five-point Likert scale to ensure systematic and objective quantification of respondents' perceptions (Sugiyono, 2021; Sujarweni, 2018).

Research Participants

The participants in this study were MSME owners operating in Bandar Lampung, particularly in the fashion, salon and beauty, and professional service sectors. These sectors were selected because they are dynamic, creativity-based, and highly relevant to entrepreneurship training, capital access, and digital marketing adoption (Tanuwijaya et al., 2024; Lubis et al., 2023). The target population consisted of 2,785 MSMEs, while the final sample comprised 100 respondents selected through purposive sampling. This technique was considered appropriate because not all members of the population met the specific criteria required by the study. The respondents had to be MSME owners who had operated their businesses for at least one year, had experience with entrepreneurship training, had accessed capital from formal or informal sources, and had implemented digital marketing in their business activities (Ambar Widya, 2021; Sora Baltasar, 2023). The use of carefully selected respondents was intended to improve the relevance of the data and reduce the risk of bias in analysis (Vicky Yoga Satria et al., 2025). Participation was voluntary, and respondents were informed about the purpose of the study, the confidentiality of their responses, and the academic use of the data. These procedures were aligned with standard ethical considerations in social research and structured questionnaire design (Sekaran & Bougie, 2016; Slamet Abdul Azis et al., 2025).

Research Instrument

The research instrument consisted of a closed-ended questionnaire developed from theoretical constructs and prior literature related to the variables under investigation. The items were formulated in clear and positive statements to minimize ambiguity and facilitate consistent responses. Entrepreneurship training items focused on knowledge, skills, and entrepreneurial attitudes (Thousani, 2023). Access to capital items emphasized ease of obtaining financing, diversity of funding sources, and the effective use of business funds. Digital marketing strategy items addressed digital media utilization, promotional intensity, and market reach, reflecting the role of digital marketing in strengthening competitiveness (Faiha et al., 2025). Business expansion items measured sales growth, market enlargement, and enterprise development (Fatkhani & Chasanah, 2024). Instrument validity was assessed using Pearson Product Moment correlation, while reliability was evaluated through Cronbach's Alpha, with a threshold of 0.70 indicating acceptable internal consistency (Puspitasari et al., 2024; Muharam et al., 2023; Mulyanto & Budi, 2025).

Data Analysis

Data were analyzed using SPSS through descriptive and inferential statistical procedures. Descriptive analysis was used to summarize the characteristics of the data through minimum and maximum values, mean scores, and standard deviations (Sugiyono, 2021). Before hypothesis testing, classical assumption tests were conducted to ensure that the regression model met statistical requirements. These included normality, multicollinearity, and heteroscedasticity tests. Hypotheses were then tested using multiple linear regression to estimate the effect of X1, X2, and X3 on Y. Statistical significance was evaluated through t-tests for partial effects, F-tests for simultaneous effects, and the coefficient of determination (R^2) to assess the explanatory power of the model (Sujarweni, 2018; Wibowo et al., 2023; Arjang et al., 2025).

4. Results and Discussion

Descriptive Statistics

Descriptive statistics are used to provide an overview of data trends for each research variable. In this study, variable descriptions focused on the average value (mean) and standard deviation to assess respondents' perceptions and the variation in responses for each variable. According to Sugiyono (2021), descriptive analysis is important as a preliminary step to understanding data characteristics before conducting hypothesis testing and further inferential analysis.

Table 1. Descriptive Statistics of Research Variables.

No.	Variables	Mean	Standard Deviation	Category
1	Training Entrepreneurship (X_1)	20.71	3,636	Good
2	Access Capital (X_2)	18.98	3,510	Enough Good
3	Digital Marketing Strategy (X_3)	21.39	2,944	Good
4	Expansion MSME Business (Y)	20.55	3,179	Good

Source: Data processed using SPSS, 2026.

Descriptive statistics show that all variables are in the fair to good category, with the highest average score for the digital marketing strategy variable and the lowest average score for the access to capital variable. These findings indicate that digital marketing utilization has been relatively good among MSMEs, but capital remains an unresolved obstacle.

Validity Test

Validity testing is conducted to assess the extent to which each statement item accurately measures the construct under study. The test uses Pearson Product Moment correlation, examining the calculated r -value and significance of each item. According to Ghozali (2017), an item is considered valid if it has a positive correlation and a significance value less than 0.05.

Table 2. Results of the Validity Test of the Research Instrument.

Variables	Item	r- count	Sig.	Information
Training Entrepreneurship (X_1)	X ₁ -1	0.937	0,000	Valid
	X ₁ -2	0.936	0,000	Valid
	X ₁ -3	0.908	0,000	Valid
	X ₁ -4	0.940	0,000	Valid
	X ₁ -5	0.932	0,000	Valid
Access Capital (X_2)	X ₂ -1	0.794	0,000	Valid
	X ₂ -2	0.879	0,000	Valid
	X ₂ -3	0.712	0,000	Valid
	X ₂ -4	0.821	0,000	Valid
	X ₂ -5	0.904	0,000	Valid
Digital Marketing Strategy (X_3)	X ₃ -1	0.873	0,000	Valid
	X ₃ -2	0.885	0,000	Valid
	X ₃ -3	0.850	0,000	Valid
	X ₃ -4	0.797	0,000	Valid
	X ₃ -5	0.892	0,000	Valid
Expansion MSME Business (Y)	Y-1	0.916	0,000	Valid
	Y-2	0.887	0,000	Valid
	Y-3	0.876	0,000	Valid
	Y-4	0.816	0,000	Valid

Source: Data processed using SPSS, 2026.

Based on the test results, all statement items in the variables of entrepreneurship training, access to capital, digital marketing strategy, and MSME business expansion demonstrated a significance value of 0.000 and a high r-value. This indicates that all items listed in the output have good ability to represent their respective variables, making them suitable for use in further analysis.

Reliability Test

Reliability testing aims to determine the level of internal consistency of the research instrument. In this study, reliability was measured using the Cronbach's Alpha coefficient. According to Ghozali (2017), an instrument is considered reliable if its Cronbach's Alpha value is above 0.70.

Table 3. Results of the Reliability Test of the Research Instrument.

No.	Variables / Instruments	Cronbach's Alpha	Number of Items	Information
1	Training Entrepreneurship , Access Capitalization , Digital Marketing Strategy , and Expansion MSME Business	0.939	20	Very Reliable

Source: Data processed using SPSS, 2026

The test results showed a Cronbach's Alpha value of 0.939 for the entire instrument. This value indicates that the research instrument has a very high level of internal consistency. Therefore, the questionnaire used can be declared highly reliable and suitable for further statistical testing.

Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the direction and magnitude of the influence of entrepreneurship training, access to capital, and digital marketing strategies on MSME business expansion.

Table 4. Results of Multiple Linear Regression Test.

No.	Variables	Coefficient (B)	t- count	Sig.
1	Constant	2,890	1,599	0.113
2	Training Entrepreneurship (X ₁)	0,000	0.002	0.998
3	Access Capital (X ₂)	0.263	3,323	0.001
4	Digital Marketing Strategy (X ₃)	0.593	6,760	0,000

Source: Data processed using SPSS, 2026.

Based on the test results, the regression equation obtained is

$$Y = 2.890 + 0.000X_1 + 0.263X_2 + 0.593X_3 .$$

The regression equation shows the relationship between entrepreneurship training, access to capital, and digital marketing strategies on MSME business expansion. A constant value of 2.890 indicates that if all independent variables are set to zero, the baseline value of MSME business expansion remains at that value. This indicates the presence of other factors outside the research model that influence MSME business expansion. The regression coefficient of the entrepreneurship training variable (X₁) is 0.000 with a significance value of 0.998 > 0.05, indicating that entrepreneurship training does not have a significant effect on MSME business expansion.

These results indicate that although entrepreneurship training is assessed descriptively as good, improvements in training quality or intensity have not directly driven business expansion. This aligns with Sujarweni's (2019) opinion, which states that the effectiveness of entrepreneurship training depends heavily on the entrepreneur's ability to implement the acquired knowledge and skills into business practices. The capital access variable (X₂) has a regression coefficient of 0.263 with a significance value of 0.001 < 0.05, indicating that capital access has a positive and significant effect on MSME business expansion. This finding

indicates that the easier it is for MSMEs to access capital, the greater the opportunity to increase production capacity, add business assets, and expand business scale. This result aligns with Tambunan's (2020) view that capital availability is a key determinant of MSME business expansion. one of the main factors in encouraging the growth and development of MSMEs. Furthermore, the digital marketing strategy variable (X_3) has the largest regression coefficient, namely 0.593, with a significance value of $0.000 < 0.05$, indicating that digital marketing strategy has a positive and significant effect and is the most dominant variable in influencing MSME business expansion. This finding indicates that optimal use of digital technology can expand market reach, increase interaction with customers, and strengthen the competitiveness of MSMEs. These results are in line with Kotler's (2021) opinion, which emphasizes the importance of digital transformation in marketing strategies to increase business growth and sustainability.

Partial Hypothesis Testing

Partial tests are conducted to determine the influence of each independent variable on the dependent variable individually. According to Ghozali (2017), a variable is considered to have a partial significant influence if its significance value is less than 0.05.

Table 5. Results of Partial Hypothesis Test (t-Test).

No.	Variables	t- count	Sig.	Decision
1	Training Entrepreneurship (X_1)	0.002	0.998	No significant
2	Access Capital (X_2)	3,323	0.001	Significant
3	Digital Marketing Strategy (X_3)	6,760	0,000	Significant

Source: Data processed using SPSS, 2026

The test results show that entrepreneurship training has no significant effect on MSME business expansion, with a significance value of 0.998. Conversely, access to capital and digital marketing strategies each have a positive and significant effect, with significance values of 0.001 and 0.000, respectively. Among the three, digital marketing strategy is the most dominant variable with the highest t-test value. These results indicate that the success of MSME business expansion is largely determined by the readiness of funding access and the effectiveness of digital marketing utilization.

Simultaneous Hypothesis Testing

Simultaneous tests were conducted to determine whether all independent variables jointly influence MSME business expansion.

Table 6. Results of Simultaneous Hypothesis Test (F Test).

No.	Model	F- count	Sig.	Information
1	Multiple Linear Regression	34,061	0,000	Significant

Source: Data processed using SPSS, 2026.

The F-test results showed a significance value of 0.000, which is less than 0.05. Thus, it can be concluded that entrepreneurship training, access to capital, and digital marketing strategies simultaneously have a significant effect on MSME business expansion. These results also indicate that the regression model used is appropriate for explaining the relationship between the three independent variables and the dependent variable in this study.

Coefficient of Determination

The coefficient of determination is used to measure how much variation in MSME business expansion can be explained by the independent variables in the model.

Table 7. Results of the Determination Coefficient Test.

Model	R	R Square
1	0.718	0.516

Source: Data processed using SPSS, 2026

The test results show an R Square value of 0.516 , meaning that 51.6% of the variation in MSME business expansion can be explained by entrepreneurship training, access to capital, and digital marketing strategies. The remaining 48.4% is explained by other factors outside the research model. This finding indicates that the research model has quite strong explanatory power, although MSME business expansion is still influenced by other factors such as product innovation, human resource competency, market conditions, and the intensity of business competition.

5. Discussion

The Effect of Entrepreneurship Training on MSME Business Expansion

The results of the regression analysis and partial test indicate that the entrepreneurship training variable does not have a significant effect on MSME business expansion. This is evidenced by the significance value of 0.998, which is greater than 0.05. These findings suggest that although entrepreneurship training was descriptively perceived as favorable, its presence has not been able to directly stimulate business expansion among MSMEs in Bandar Lampung City. In other words, the enhancement of knowledge and insight gained through training has not been fully translated into business actions that generate tangible effects on business growth.

This condition indicates that the effectiveness of entrepreneurship training is highly contingent upon the ability of business actors to implement the training materials in their day-to-day business practices. Without adequate support in the form of capital, market access, and continuous mentoring, training tends to function merely as an initial reinforcement of knowledge rather than as a direct driver of business expansion. This finding is consistent with Iskandar (2025), who argues that entrepreneurship training does not automatically exert a significant impact on business development unless it is accompanied by consistent implementation and sufficient resource support.

The Effect of Access to Capital on MSME Business Expansion

In contrast to entrepreneurship training, the findings of this study demonstrate that access to capital has a positive and significant effect on MSME business expansion. This is evidenced by a regression coefficient of 0.263 and a significance level of 0.001, which is lower than 0.05. These findings indicate that the better the access of MSME actors to sources of financing, the greater their opportunity to increase production capacity, acquire additional business assets, and broaden their market reach. In the context of small enterprises, capital constitutes a strategic factor that enables business actors to make development decisions more flexibly and with a stronger long-term orientation.

These results support a range of prior studies that position capital access as an important determinant of business growth. Dariz Radyananda Barus et al. (2023) emphasize that limited capital remains one of the principal obstacles to MSME development in the digital era. Similar findings are presented by Pramudita et al. (2025), who show that technology-based support and business sustainability are more effective when accompanied by adequate access to financing. Priyanto et al. (2025) further underscore that strengthening MSME capacity will be more optimal when supported by inclusive capital access.

The Effect of Digital Marketing Strategy on MSME Business Expansion

The results of the regression analysis indicate that digital marketing strategy has a positive and significant effect on MSME business expansion, with the largest regression coefficient of 0.593 and a significance value of 0.000. These findings reveal that digital marketing strategy is the most dominant variable influencing MSME business expansion when compared to the

other independent variables. The results confirm that the ability to utilize digital platforms, build interaction with customers, and manage technology-based promotions constitutes a decisive factor in the expansion of MSME businesses.

The implementation of digital marketing strategies enables MSME actors to enhance product visibility, expand market reach beyond geographical boundaries, and strengthen customer engagement through social media and marketplaces. In addition, digital marketing tends to be more cost-efficient and more measurable than conventional marketing methods. These findings are in line with Nurhidayat et al. (2022), who assert that digital marketing represents an effective and innovative marketing communication strategy for attracting MSME consumers. This result is also supported by Irianto et al. (2025), who demonstrate that the optimization of digital marketing and sales strategies contributes to the strengthening of business performance.

The Effect of Entrepreneurship Training, Access to Capital, and Digital Marketing Strategy on MSME Business Expansion

The results of the simultaneous test indicate that entrepreneurship training, access to capital, and digital marketing strategy collectively exert a significant effect on MSME business expansion. These findings suggest that although entrepreneurship training is not partially significant, the variable still contributes when interacting with capital-related factors and digital marketing strategies. In other words, MSME business expansion is not the product of a single factor; rather, it is the outcome of the integration of several complementary factors. Within this model, access to capital and digital marketing strategy function as the primary drivers, while entrepreneurship training reinforces the capacity of business actors to manage and develop their businesses.

These findings are consistent with the study of Suliska et al. (2023), which demonstrates that MSME development becomes more effective when improvements in human resource capacity through training are accompanied by easier access to capital. Rahma et al. (2024) and Nurzaman et al. (2024) likewise found that digital marketing plays a significant role in expanding MSME markets, although its impact becomes more optimal when supported by managerial capability and adequate business resources. Furthermore, Miftah Komala Putrhumaira et al. (2025) conclude that the synergy among business strategy, business financing, and the utilization of digital technology exerts a stronger influence on MSME expansion and sustainability than the effect of each factor in isolation. This study reinforces the evidence that the successful expansion of MSMEs in Bandar Lampung City is the result of the sustained integration of these three factors.

6. Conclusion

Based on the findings of this study, it can be concluded that the business expansion of MSMEs in Bandar Lampung City is influenced by a range of interrelated internal and external factors. Partially, entrepreneurship training does not exert a significant effect on MSME business expansion. This finding indicates that the training attended by business actors has not yet been able to directly stimulate business growth, as the implementation of training outcomes in day-to-day business practice remains suboptimal and continues to be constrained by limited resources. In contrast, access to capital has been shown to have a positive and significant effect on MSME business expansion. Easier access to capital provides business actors with greater opportunities to increase production capacity, acquire additional assets, and broaden their market reach. In addition, digital marketing strategy has also been proven to have a positive and significant effect, and it emerges as the most dominant variable in promoting MSME business expansion. The utilization of digital media has been shown to enhance product visibility, expand market reach, and strengthen interaction with consumers in a more effective and efficient manner. Simultaneously, entrepreneurship training, access to capital, and digital marketing strategy have a significant effect on MSME business expansion. This confirms that business growth is not determined by a single factor alone, but rather by the combination of enhanced business capacity, financial support, and the ability to adapt to technological developments in the digital era. Nevertheless, there remain other factors beyond the research model that also influence MSME business expansion.

In light of these findings, MSME actors are encouraged to optimize the use of digital marketing strategies in a more consistent and well-planned manner, while also applying the outcomes of entrepreneurship training more concretely in their business operations. Local governments and relevant institutions are expected to broaden access to financing through

procedures that are more accessible and inclusive, as well as to provide training programs that are more practical and sustainable. Future researchers are advised to incorporate additional variables, such as product innovation, the quality of human resources, managerial capability, and market conditions, and to expand the geographical scope of the study in order to obtain a more comprehensive understanding of the factors influencing MSME business expansion.

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