

The Effect Of Implementation Digital Marketing, Product Quality And Product Innovation On Sales Volume Of UMKM Rokiku Balikpapan

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Article Info	Abstract
Received April 4, 2023	<i>This study aims to determine the effect of digital marketing, product quality and product innovation on the sales volume of UMKM Rokiku Balikpapan. This type of research is quantitative. The data collection technique in this study was to use a questionnaire or google form. The population in this study are consumers who have made purchases at the Rokiku Balikpapan UMKM. By using a purposive sampling technique, so that the sample used is 100 respondents. The data analysis technique used was multiple linear regression using the SPSS Version 24 program. The results showed that digital marketing, product quality and product innovation simultaneously had a significant effect on sales volume at the Rokiku Balikpapan UMKM. Partially, each variable has a significant effect on sales volume at the Rokiku Balikpapan UMKM.</i>
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INTRODUCTION

When informing a particular product brand, a media is needed in order to reach the target audience or prospective buyers who are the target. This activity is called marketing communication which aims to distribute information, educate, entertain, influence and remind the audience. In integrated marketing communication activities, it is closely related to the media that will be used, one of which is regarding digital marketing or digital marketing. Digital marketing itself is oriented towards marketing a brand by utilizing internet media.

In launching the order, the company must produce an advertisement and

design of a quality product and can increase the interest of potential customers. Besides that, the company must also have a strategy to produce content that can arouse the interest of potential buyers for a product. Based on the opinion of Wynder (2008) which revealed that creativity is the key to innovation as well as whether or not the application of updates and harmony between ideas and innovations is very useful in successful change for the future. The dynamics of business competition requires all forms of change strategies to be continuously improved so that business organizations can produce a product with new innovations

A business organization is obliged to maximize the quality of a product in accordance with what is desired by customers so that it has competitiveness or can even control market share. Based on the opinion of Gaspersz (2005), which confirms that if a business organization focuses on building product quality, it will have a positive effect.

The Rokiku UMKM in Balikpapan is one of the UMKM that is engaged in the culinary field in the form of food, namely bread with the aroma and taste of coffee. UMKM Rokiku in Balikpapan was established in September 2020, which is located in the middle of Balikpapan City. Even though it has only been two years since starting a business in the food sector, the Rokiku UMKM has its own challenges because it was established at the time when the Covid-19 pandemic hit Indonesia, including the City of Balikpapan.

The fact that it was established coincided with the Covid-19 pandemic hitting Balikpapan City, which did not expedite the sales volume of Rokiku products in Balikpapan, even though they had used a digital marketing strategy. Because this can be proven in the digital marketing strategy carried out by UMKM Rokiku in Balikpapan is not quite right. With the emergence of these problems, it can be proven that for the last two years, every month, UMKM Rokiku has experienced a significant decrease in sales volume.

LITERATURE REVIEW

A. Sale

Sales are an exchange of a product through a transaction in the form of money which requires business actors to provide the product to

consumers for a certain payment (Rangkuti, 2009:57). Referring to this definition, it can be concluded that sales are part of marketing. Sales is a process of influencing customers so that they can fulfill their needs and desires through a product that is sold to achieve a common goal, where no party feels disadvantaged.

B. Sales Volume

Any business actor in carrying out marketing activities must have the same goal, namely to increase the sales volume of a product that has been made. Sales volume is the total that is obtained from the results of the sales activity of a product (Rangkuti, 2009:58). From this understanding, it can be concluded that sales volume is the end result of sales that have been achieved or to be achieved within a certain period of time by a company. In general, sales volume can be judged by the total amount that has been achieved in a predetermined period of time by the company.

C. Marketing

Saleh and Said (2019: 1) Marketing is an activity of social interaction and expertise in marketing science in which a person or certain group gets something that is needed and what is wanted through exchanges between quality products and other individuals. From this definition, it can be concluded that marketing is an activity of offering or exchanging everything of value, both products and services that are needed and desired by consumers with the aim of satisfying consumers. Thus marketing can be said to be all forms of business activities that use effective and efficient strategies to make it easier for a product produced by the company to reach consumers

D. Marketing Concept

Noor (2010: 11) the concept of marketing is a business idea where it is said that satisfaction and customer needs are things that must be met for the running of the company. From this understanding, it can be concluded that the marketing concept is a way to maximize profit or profit for the company. In the marketing concept, it is necessary to create conditions for the seller and the buyer to be mutually beneficial. If the

marketing concept carried out by the company can be implemented properly, where the sellers and buyers feel that both are mutually beneficial, then it can be ascertained that the company can obtain consistent profits in the long term

E. Digital Marketing

Digital Marketing or digital marketing is the activity of marketing a product through the use of web-based media, for example through blogs, websites, e-mail to other social media (Sanjaya and Tarigan, 2009:47). With the entry of the digitalization era, digital marketing using a variety of applications and highly advanced social media is carried out by producers and also makes it easy for consumers to get information related to a product they want and make purchases of that product

RESEARCH METHODS

1. Data Source

The data sources in this study consist of one data source, namely:

a. Primary Data

Primary data is a direct source where the data needed by researchers is directly given to data collectors without going through intermediaries (Sugiyono, 2015: 137). The primary data used in this study is in the form of a questionnaire in which the data source is obtained from respondents who respond or respond and also answer the questions that have been provided by the researcher.

b. Secondary Data

Secondary data is a source that does not directly provide data to researchers (Sugiyono, 2018: 213). This secondary data is useful for providing additional information that can complement this research to carry out the next process. The secondary data used in this study is in the form of literature related to the research topic, such as books or documents from previous research, such as journals and theses, as well as sales volume data provided by the owner of Rokiku in Balikpapan.

2. Data Collection Technique

In this study, data were obtained through questionnaires or by giving several statements from each variable instrument to respondents so that they could respond. Questionnaires are a very effective method for collecting data if the researcher knows the variables to be measured and knows what can be expected from the respondents' answers. (Sugiyono, 2015:142). This study uses a Likert scale measurement to measure the attitudes, views and perceptions of certain individuals or groups of social events that occur so that the variables to be measured will be described into indicators in the variables. That indicator will be used as a measurement in making a list of instruments which are in the form of statements

3. Population and Samples

a) Population

The population is the entire research object that has its own criteria to be used as a data source. Based on the opinion of Sugiyono (2015: 80), which explains that the population is a general area that includes subjects and objects that have certain qualities and characteristics that have been determined by the author so that they can be studied and studied so that further conclusions can be drawn. The population in this study is all customers who purchase products at the Rokiku UMKM in Balikpapan. The exact population is not known.

b) Samples

The sample is an area of the overall characteristics taken from the population. Meanwhile, according to Sugiyono (2015: 81) explains that the sample is part of the total or characteristics of a population so that sampling must represent or be representative of a population. The type of sample used in this study is non-probability sampling with a purposive sampling technique, namely determining the sample by means of obtaining certain considerations. (Sugiyono, 2018:138). Because the population in this study is not known with certainty, the

Cochran formula will be used (Sugiyono, 2019: 136) with a total of 100 respondents

4. Hypothesis Testing Techniques and Data Analysis

a. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence or linear relationship between two or more independent variables with one dependent variable (Priyatno, 2014: 148). The multiple linear regression equation model used in this study is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Information: Y : Sales Volume

X₁ : Digital Marketing

X₂ : Product Quality

X₃ : Product innovation

a : Constant

e : Standard error

b : Regression coefficient

To test multiple linear regression simultaneously, you can use the classical assumption test, because there is more than one independent variable. Therefore it is necessary to test the independence of the regression test results of each independent variable on the dependent variable (Sujarweni, 2015: 149).

b. Hypothesis test

t test (partial test)

This test basically shows the extent to which the contribution of an independent variable partially explains the variation of the dependent variable. (Ghozali, 2016:171). The test uses a significance level of 5% and 2 sides. The criteria used in the t test, namely:

- If t count < t table then Ho is accepted
- If t count > t table then Ho is rejected

Test F (Simultaneous Test)

This test shows whether all the independent variables included in a model have a simultaneous impact on the dependent variable (Ghozali, 2016: 171). The test uses a significance level of 5%. The criteria used in the F test, namely:

- If F count < F table then Ho is accepted
- If F count > F table then Ho is rejected

RESULT AND DISCUSSION

a. Multiple Linear Regression Analysis

Based on the table above, the function of the multiple linear regression equation becomes:

$$Y = -1,122 + 0,136 X_1 + 0,121 X_2 + 0,389 X_3$$

The regression coefficient values for each variable can be explained as follows:

1. The constant value is -1.122 if Digital Marketing (X_1), Product Quality (X_2) and Product Innovation (X_3) are considered constant (fixed).
2. The regression coefficient value of the Digital Marketing variable (X_1) has a positive value of 0.136 stating that every increase in Digital Marketing (X_1) by one unit will affect Sales Volume (Y) of 0.136 assuming the variable Product Quality (X_2) and Product Innovation (X_3) is constant (fixed).
3. The regression coefficient value of the Product Quality variable (X_2) has a positive value of 0.121 stating that every one unit increase in Product Quality (X_2) will affect Sales Volume (Y) of 0.121 assuming the variable Digital Marketing (X_1) and Product Innovation (X_3) is constant (fixed).
4. The regression coefficient value of the Product Innovation variable (X_3) has a positive value of 0.389 stating that every increase in Product Innovation (X_3) by one unit will affect Sales Volume (Y) of 0.389 assuming the variable Digital Marketing (X_1) and Product Quality (X_2) is constant (fixed).

b. Hypothesis Test

t test results (partial test)

1) Effect of Digital Marketing (X_1) on Sales Volume (Y).

In the Digital Marketing variable (X_1) a t_{count} value of 2.292 is obtained, so it can be seen that $t_{count} > t_{table}$ ($2.292 > 1.984$) and a significance value of $0.024 < 0.05$. So that it can be concluded that $H_o((1))$ is rejected, which means that the Digital Marketing variable (X_1) partially has a significant effect on Sales Volume (Y) in UMKM Rokiku Balikpapan.

2) Effect of Product Quality (X_2) on Sales Volume (Y)

In the Product Quality variable (X_2) a t_{count} value of 2.179 is obtained. It can be seen that $t_{count} > t_{table}$ ($2.179 > 1.984$) and a significance value of $0.032 < 0.05$. So it can be concluded that $H_o((2))$ is rejected, which means that the Product Quality variable (X_2) partially has a significant effect on Sales Volume (Y) in UMKM Rokiku Balikpapan.

3) Effect of Product Innovation (X_3) on Sales Volume (Y)

In the Product Innovation variable (X_3) a t_{count} value of 6.624 is obtained, so it can be seen that $t_{count} > t_{table}$ ($6.624 > 1.984$) and a significance value of $0.000 < 0.05$. So that it can be concluded that $H_o((3))$ is rejected, which means that the Product Innovation variable (X_3) partially has a significant effect on Sales Volume (Y) in UMKM Rokiku Balikpapan.

F Test Results (Simultaneous Test)

Based on the calculation results above, it is known that the F_{count} value is 339.469. When compared with F_{table} which is equal to 2.70, it can be seen that the value of $F_{count} > F_{table}$ ($339.469 > 2.70$) and a significance value of $0.000 < 0.05$ which means each independent variable is Digital Marketing (X_1), Quality Product (X_2) and Product Innovation (X_3) simultaneously have a significant influence on the dependent variable, namely Sales Volume (Y).

CONCLUTION

Based on the results of research and discussion regarding Digital Marketing (X₁), Product Quality (X₂) and Product Innovation (X₃) on Sales Volume (Y) at Rokiku Balikpapan, it can be concluded as follows:

1. Digital Marketing, Product Quality and Product Innovation partially have a significant influence on the Sales Volume variable at the Rokiku Balikpapan.
2. Digital Marketing, Product Quality and Product Innovation simultaneously have a significant influence on the Sales Volume variable at the Rokiku Balikpapan.

SUGGESTION

Based on the conclusions in the research above, researchers can provide the following suggestions:

1. For Rokiku Balikpapan

- It is hoped that the Rokiku Balikpapan will pay more attention to promotional strategies in digital marketing properly and always be up to date regarding bakery products being sold so that consumers are interested in buying.
- It is hoped that the Rokiku Balikpapan will also participate in festival activities or events that invite in Balikpapan City to promote their products and reach more consumers.
- It is hoped that Rokiku Balikpapan will maintain the quality of the products sold so that consumers do not switch places to similar competitors.
- The variety of products sold must be more varied and varied to avoid consumer saturation with the previous variations of bread products.

2. For Further Researchers

- It is suggested to conduct research outside of the independent variables that have been used in this study, namely in terms of product sales or can combine one of the variables in this study with other variables, such as conducting research in terms of services/services by using the variables Physical Evidence (Physical Evidence), People (People) and Process (Process).

- It is expected to be able to do other research objects besides the Rokiku Balikpapan

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