

Analysis of Promotion and Digital Marketing Strategies to Increase Sales

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Abstract

Purpose - This study aims to determine the influence of promotional strategy and digital marketing on increasing sales at Focus Grafika Magelang.

Method - The method used was quantitative with a statistical approach, utilizing primary data through questionnaires distributed to Focus Grafika Magelang customers. The population in this study was all Focus Grafika Magelang customers, with 80 respondents selected by accidental sampling. Data were analyzed using multiple linear regression equations with SPSS version 25 software.

Findings - The results showed that promotional strategy and digital marketing had a positive and significant effect on increasing sales. Promotional strategy had a positive effect on sales growth, as evidenced by a significance value of $0.000 < 0.05$ and a calculated t-value of $9.214 > t\text{-table } 1.992$. Digital marketing had a positive effect on increasing sales, as evidenced by a significance value of $0.001 < 0.05$ and a calculated t-value of $3.573 > t\text{-table } 1.992$.

Implications - This research can serve as a reference for managers to increase sales by maximizing promotional strategies and optimizing the use of digital marketing.

Keywords: Promotional Strategy, Digital Marketing, Sales Increase.

Abstrak

Tujuan - Penelitian ini bertujuan untuk mengetahui adanya pengaruh dari variabel strategi promosi dan digital marketing terhadap peningkatan penjualan pada Focus Grafika Magelang.

Metode - Metode yang digunakan adalah kuantitatif dengan pendekatan statistik, menggunakan data primer melalui kuesioner yang disebarkan kepada konsumen Focus Grafika Magelang. Populasi dalam penelitian ini adalah seluruh konsumen Focus Grafika Magelang, dengan pengambilan sampel secara accidental sampling sebanyak 80 responden. Data dianalisis menggunakan persamaan regresi linier berganda dengan software SPSS versi 25.

Hasil - Hasil penelitian menunjukkan bahwa variabel strategi promosi dan digital marketing berpengaruh positif dan signifikan terhadap peningkatan penjualan. Strategi promosi berpengaruh positif terhadap peningkatan penjualan, hal ini dibuktikan dengan nilai signifikansi sebesar $0,000 < 0,05$ dan t hitung sebesar $9,214 > t$ tabel $1,992$. Digital marketing berpengaruh positif terhadap peningkatan penjualan, hal ini dibuktikan dengan nilai signifikansi sebesar $0,001 < 0,05$ dan t hitung sebesar $3,573 > t$ tabel $1,992$.

Implikasi - Penelitian ini dapat menjadi rujukan untuk para manajer untuk dapat meningkatkan penjualannya dengan memaksimalkan strategi promosi dan mengoptimalkan penggunaan digital marketing.

Kata Kunci: Strategi Promosi, Digital Marketing, Peningkatan Penjualan.

Introduction

Amidst intense competition, printing companies are required to adapt to changes and implement effective strategies to attract customers. Focus Grafika Magelang, a printing company, faces the challenge of increasing sales amidst intense competition.

This has prompted in-depth research into the factors influencing sales growth, particularly those related to promotional strategies and digital marketing.

Sales growth is one of the main indicators of a company's success. According to (Zulkarnain, 2012), sales are the goal of marketing, meaning that companies, through their marketing department, including their sales force, strive to sell products or services. According to (Rangkuti, 2009), sales growth is a quantitative measure of sales achievement expressed in terms of volume or units of a product or service. Sales fluctuations can be measured in units, kilograms, or liters of product sales. Meanwhile, according to (Daryono, 2011), sales growth is a measure indicating the number or magnitude of goods or services sold. Experts conclude that sales growth is a measure of the number of items sold, and sales achievement targets the number of product or service sales within a specific time period. Sales growth can be influenced by several factors, including promotional strategies and digital marketing. Research conducted by Ali Muhajir (2022), entitled *The Influence of Digital Marketing and Promotional Strategies on Sales Growth*, states that digital marketing and promotional strategies have a positive effect on sales growth.

Focus Grafika Magelang is a printing service provider operating within the Muhammadiyah University of Magelang campus. It is known as a business focused on providing various printing products. Based on sales data from 2021 to September 2024, it is known that Focus Grafika Magelang's sales fluctuated and tended to decline due to a decline in product and service sales. Several factors that may influence this sales fluctuation are the promotional strategy implemented and the use of digital marketing. Promotional strategy is an important aspect in attracting consumer attention. Effective promotions can increase brand awareness and attract consumer interest in using the printing services offered. According to (Daryanto, 2011), a promotional strategy is a game plan to achieve the desired goals of a business unit. According to (Marceline Livia Hedynata and Wirawan E.D Radaianto, 2015), a promotional strategy is a plan for the optimal use of promotional elements: advertising, public relations, personal selling, and sales promotions. Based on theories put forward by experts, it can be concluded that a promotional strategy is a plan precisely formulated by a company to influence consumers to be interested in the products or services they offer, then purchase them, and create an exchange within the marketing process. This, in turn, achieves the desired goals or targets through advertising, personal selling, sales promotions, and publicity. Research conducted by (Ayu Aprilia Pratama, 2020) states that promotional strategies have a positive effect on increasing sales.

Digital marketing, as a rapidly growing marketing strategy in the digital era, also plays a significant role in increasing sales. By utilizing digital platforms, Focus Grafika Magelang can reach a wider audience and promote its products more effectively. Digital marketing, in Indonesian, means digital marketing, and is a modern and promising marketing strategy for improving a company's business performance (Nurchahyo, 2018). Meanwhile, according to (Firmada and Lukiastuti, 2022), digital marketing is a marketing strategy that utilizes electronic devices such as personal computers, smartphones, and mobile phones, and involves stakeholders in the marketing process. Research conducted by (Ali Muhajir and Ana Fitriyatul Bilgies, 2022) states that digital marketing has a positive effect on increasing sales.

The urgency of this research lies in the importance of understanding the influence of promotional strategies and digital marketing on increasing sales at Focus Grafika Magelang. In addition, this research is also expected to contribute to the development of science in the field of marketing, especially in the context of the printing industry. Through this research, it is hoped that Focus Grafika Magelang can increase its competitiveness and achieve the desired business goals, as well as provide greater benefits for consumers and the surrounding community. Based on the background described above, the problem formulation in this research is: The sales target has not been achieved and the fluctuating and declining sales levels at Focus Grafika Magelang are influenced by promotional and digital marketing strategy factors.

Literature Review

Sales Increase

Sales growth is a measure of the number or magnitude of goods or services sold. The condition and ability of the seller greatly determine a person's confidence in purchasing the product being marketed. The market is the target market for selling a product or service, and thus the market will also influence sales levels to increase sales. Market conditions that must be considered include the type of market, buyer groups or market segments, purchasing power, frequency of purchases, and buyer desires and needs. According to (Zulkarnain, 2012), sales are the goal of marketing, meaning that companies, through their marketing department, including their sales force, will strive to carry out sales activities to sell the products or services they produce. In marketing activities, increasing sales is effective, although not every increase in sales is followed by an increase in profits. To achieve maximum sales, companies must target the number of product or service sales within a certain time period.

Promotion Strategy

A promotional strategy is a series of activities and approaches undertaken by a company to introduce, market, and increase sales of its products or services. According to Marceline Livia Hedynata and Wirawan E.D. Radaianto (2015), a promotional strategy is a plan for the optimal use of promotional elements: advertising, public relations, personal selling, and sales promotion. According to Rangkuti (2009), sales growth is the achievement of sales expressed quantitatively in terms of volume or units of a product or service. Meanwhile, according to Daryono (2011), sales growth is a measure of the number or magnitude of goods or services sold.

Research conducted by Dipa Teruna Awaloedin, Asyari, and Suadi Sapta Putra (2023) demonstrates that promotional strategies have a positive effect on sales growth. Research conducted by Ayu Aprilia Pratama (2020) also demonstrates that promotional strategies have a positive effect on sales growth. Research conducted by Ali Muhajir and Ana Fitriyatul Bilgies (2022) proves that promotional strategies have a positive effect on increasing sales.

From the above research results, it can be concluded that promotional strategies are a crucial element for a company. An optimal promotional strategy not only attracts new customers but also retains existing ones, resulting in sustained sales growth. Based on the above description, the hypothesis proposed in this study is:

H1: Promotional strategies have a positive effect on increasing sales.

Digital Marketing

According to (Firmada and Lukiastruti, 2022), digital marketing is a marketing strategy that utilizes electronic devices such as personal computers, smartphones, and mobile phones, and involves stakeholders in the marketing process. Meanwhile, according to (Dedi Purwana, 2017), digital marketing is the activity of promoting and offering products to the market through online digital media using various tools, such as social networks. According to (Rangkuti, 2009), sales growth is sales achievement expressed quantitatively in terms of volume or units of a product or service. Meanwhile, according to (Daryono, 2011), sales growth is a measure of the number or magnitude of goods or services sold.

Research conducted by (Soziduhu Waruwu, 2022) demonstrates that digital marketing has a positive effect on sales growth. Research conducted by (Fajar Rakasiwi Syamsuddin, 2023) demonstrates that digital marketing has a positive effect on sales growth. Research conducted by (Feky Reken, 2023) demonstrates that digital marketing has a positive effect on sales growth.

From the research results above, it can be concluded that utilizing various digital marketing strategies can attract more consumer attention, increase their engagement, and ultimately increase the likelihood of a purchase. Effective digital marketing not only provides product or service information to potential consumers but also builds long-term relationships, leading to increased loyalty and sustained sales growth. Based on the above description, the hypothesis proposed in this study is:

H2: Digital marketing has a positive effect on increasing sales.

Research Model

After conducting a literature review that underpins the formulation of the problem proposed in this research, and a theoretical framework was created that will serve as a reference for problem solving, the research model developed is shown in the following figure:

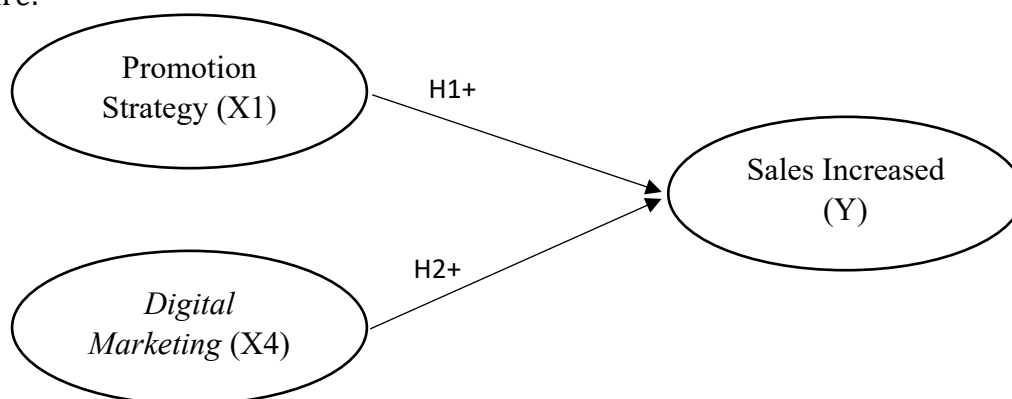


Figure 1. Research Model

Research Methods

Research Type

This research is a quantitative research, the method used is a survey, namely data collection using a questionnaire to obtain responses from respondents who are the sample in this research.

Population

The research population is a general area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher so that they can be studied and conclusions can be drawn (Sugiyono, 2016). The population in this study is consumers at Focus Grafika Magelang, whose exact number is unknown.

Sample

A sample is a portion of the number and characteristics of a population (Sugiyono, 2016). The sample selection in this study used a non-probability sampling method with an incidental sampling technique, namely a sampling technique based on chance, that is, any consumer who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to be met is suitable as a data source (Sugiyono, 2016). The sample size was taken using the formula (Hair, 2018). The Hair formula was used because the population size is not known for certain and suggests that the minimum sample size is 15-20 parameters multiplied by the number of independent variables. So the number of variables is 4 times 20 ($4 \times 20 = 80$). So through calculations based on this formula, the number of samples from this study was 80 respondents from consumers.

Data Quality Test

Before data processing is carried out, the data obtained through the questionnaire needs to be tested for accuracy and reliability. This testing is carried out using validity and reliability tests.

Validity Test

The results of the validity test are shown in Table 1 below:

Table 1. Sales Increase Validity Test

Variable	Statement Items	r Count	r Table	Sig.	Information
Sales Increased (Y)	Statement 1	0.910	0,2864	0,00	Valid
	Statement 2	0.916	0,2864	0,00	Valid
	Statement 3	0.883	0,2864	0,00	Valid
	Statement 4	0.762	0,2864	0,00	Valid

Source: processed primary data

Based on Table 1, it is known that the results of each item of the variable statement have a calculated $r > r$ table 0.2864 and a positive value, as well as a significance value < 0.01 so that it can be said that each item of the statement of the Sales Increase (Y) variable is declared "valid".

Table 2. Promotion Strategy Validity Test

Variable	Statement Items	r Count	r Table	Sig.	Information
Promotion Strategy (X1)	Statement 1	0.902	0,2864	0,00	Valid
	Statement 2	0.904	0,2864	0,00	Valid
	Statement 3	0.791	0,2864	0,00	Valid
	Statement 4	0.837	0,2864	0,00	Valid

Source: processed primary data

Based on Table 2, it is known that the results of each variable statement item have a calculated $r > r$ table 0.2864 and a positive value, as well as a significance value < 0.01

so that it can be said that each statement item from the Promotion Strategy variable (X1) is declared "valid".

Table 3. Digital Marketing Validity Test

Variable	Statement Items	r Count	r Table	Sig.	Information
<i>Digital Marketing (X2)</i>	Statement 1	0.907	0,2864	0,00	Valid
	Statement 2	0.906	0,2864	0,00	Valid
	Statement 3	0.848	0,2864	0,00	Valid
	Statement 4	0.821	0,2864	0,00	Valid
	Statement 5	0.737	0,2864	0,00	Valid

Source: processed primary data

Based on Table 3, it is known that the results of each variable statement item have a calculated $r > r$ table 0.2864 and a positive value, as well as a significance value < 0.01 so that it can be said that each statement item from the Digital Marketing variable (X4) is declared "valid".

Reliability Test

The results of the normality test are shown in Table 4 below:

Table 4. Variable Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items	Limitation	Information
Peningkatan Penjualan (Y)	0.893	0.7	Reliabel
Strategi Promosi (X1)	0.881	0.7	Reliabel
<i>Digital Marketing (X4)</i>	0.900	0.7	Reliabel

Source: processed primary data

Based on the reliability test table, each Cronbach's Alpha value for all variables is above 0.7. Therefore, it can be said that each variable is reliable and suitable for use as a measuring tool in statistical testing.

Goodness of Fit Test (F Test)

The results of the normality test are shown in Table 5 below:

Table 5. Goodness of Fit Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	887.428	4	221.857	142.876	.000 ^b
	Residual	116.460	75	1.553		
	Total	1003.887	79			

a. Dependent Variable: SALES INCREASE

b. Predictors: (Constant), DIGITAL MARKETING, PROMOTION STRATEGY

Based on the results of the F calculation, the calculated F value of 142.876 was obtained to meet the F table value with a significance level of 5%, as well as the degree of freedom, $df = (n-k-1)$ $df = (80-4-1 = 75)$. Then the F table value of 2.49 can be obtained, therefore, the calculated F calculation result $> F$ table ($142.876 > 2.49$), and in this F test it has a sig value of 0.00 which is < 0.05 , so it is stated that this research model has goodness of fit or is feasible.

Classical Assumption Test

Normality Test

The results of the normality test are shown in Table 6 below:

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.21415564
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.060
Test Statistic		.081
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the SPSS output in Table 6., the normality test using the Kolmogorov-Smirnov Test method above, we can see that where the Asymp. Sig value is $0.200 > 0.05$, then according to the basis for decision making in the Kolmogorov Smirnov Test normality test, the standardized residual value is distributed "normally".

Multicollinearity Test

The results of the multicollinearity test are shown in Table 7 below.

Table 7. Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	STRATEGI PROMOSI	.353	2.831
	DIGITAL MARKETING	.282	3.541

a. Dependent Variable: SALES INCREASE

Based on the table, the tolerance value for promotional strategies (0.328) and digital marketing (0.284) > 0.1 and the VIF value for promotional strategies (3.045) and digital marketing (3.521) < 10 . So it can be concluded that the regression model does not show symptoms of multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity test are shown in the following image:

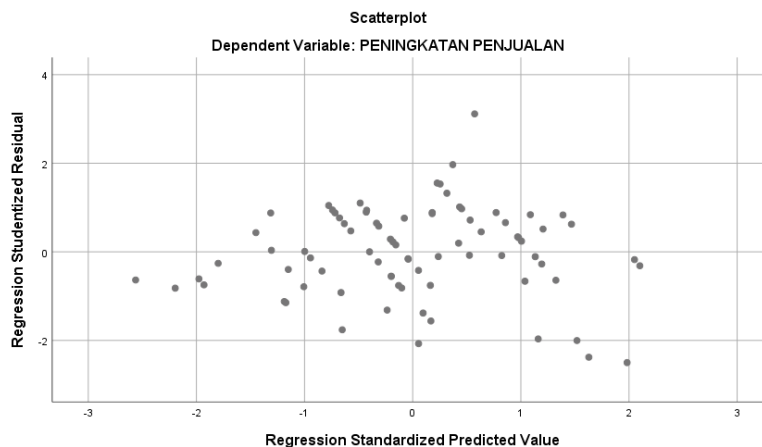


Figure 2.
Heteroscedasticity Test

Source: processed primary data

Based on the image, it can be seen that the points are spread randomly and are spread both above and below the number 0 on the Y axis. Therefore, it can be concluded that there is no heteroscedasticity in the regression model in this study.

Hypothesis Testing

The results of the hypothesis test are shown in Table 8 below:

Table 8. t-test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.376	.148		2.533	.013
	STRATEGI PROMOSI	.119	.013	.129	9.214	.000
	DIGITAL MARKETING	.043	.012	.056	3.575	.001

a. Dependent Variable: SALES INCREASE

Source: processed primary data

Coefficient of Determination Test (R²)

The results of the coefficient of determination (R²) test are shown in Table 9 below:

Table 9. Determination Coefficient Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940 ^a	.884	.878	1.246

a. Predictors: (Constant), DIGITAL MARKETING, PROMOTION STRATEGY

b. Dependent Variable: SALES INCREASE

Source: processed primary data

Based on the calculation of the coefficient of determination in the table, the coefficient of determination (Adj R²) is 0.878, or 87.8%. This indicates that 87.8% of the sales increase can be explained by promotional strategies, quality service, competitive

pricing, and digital marketing, while 12.2% is due to other factors not examined in this study, such as market trends, brand diversity, competition, and location.

Discussion of Research Results

The Effect of Promotion Strategy (X1) on Sales Increase

Based on the results of a study examining the effect of promotional strategies on increasing sales at Focus Grafika Magelang, SPSS 25 calculations showed that the promotional strategy had a t-value of $9.214 > 1.992$ with a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the significance value is < 0.05 and the t-value $>$ t-table, thus supporting hypothesis 1, which states that promotional strategies have a positive effect on increasing sales.

Based on the empirical test results obtained, Focus Grafika Magelang has created a sound promotional strategy by utilizing various promotional channels, such as social media, advertising, and discounts, which can reach more consumers and encourage them to make purchases or use services.

Focus Grafika Magelang implements various promotional strategies including advertising, sales promotions, personal selling, and public relations. In terms of advertising, Focus Grafika Magelang utilizes social media and digital platforms to reach a wider consumer base. Attractive and informative advertisements are placed on various channels, including Facebook and Instagram, to attract consumer attention. Furthermore, sales promotions are conducted through discount offers and special service packages designed to increase the attractiveness of the products and services offered. Personal selling is also a key part of the promotional strategy, where sales staff are trained to provide friendly and informative service to customers, assisting consumers in selecting products that meet their needs. This not only enhances the customer experience but also drives increased sales. Furthermore, public relations are strengthened through collaborations with local businesses, which helps build a positive image.

The results of this study align with research conducted by (Dipa Teruna Awaloedin, Asyari, Suadi Sapta Putra, 2023) which demonstrated that promotional strategies have a positive effect on increasing sales. Research conducted by (Ayu Aprilia Pratama, 2020) demonstrated that promotional strategies have a positive effect on increasing sales. Research conducted by (Ali Muhajir, Ana Fitriyatul Bilgies, 2022) demonstrated that promotional strategies simultaneously have a positive effect on increasing sales.

The Influence of Digital Marketing (X2) on Sales Increase

Based on the results of a study examining the influence of digital marketing on increasing sales at Focus Grafika Magelang, SPSS 25 calculations showed that store atmosphere had a t-value of $3.575 > 1.992$ with a significance value of $0.001 < 0.05$. Therefore, it can be concluded that the significance value is < 0.05 and the t-value $>$ t-table, thus supporting hypothesis 4, which states that digital marketing has a positive influence on increasing sales.

Based on the empirical test results obtained, Focus Grafika Magelang has created effective digital marketing by utilizing various online platforms, such as social media, digital advertising, and creative content, which can reach more consumers to make purchases or use services and contribute to increased sales.

Focus Grafika Magelang utilizes digital marketing very effectively, prioritizing aspects such as accessibility, interactivity, entertainment, trust, and information. Accessibility is a key aspect, where Focus Grafika Magelang ensures that all its content and services are easily accessible to customers through various digital platforms, including social media. This allows customers to quickly find information about products and services. Interactivity is also a focus in digital marketing. Focus Grafika Magelang actively interacts with customers through social media, answering questions, thus creating a closer and more personal relationship with consumers. Furthermore, entertainment is implemented by creating engaging and entertaining content, such as engaging promotional content. Trust is a crucial factor in digital marketing, where Focus Grafika Magelang strives to build a good reputation by providing accurate and transparent information about products and services. Testimonials from satisfied customers are also displayed to increase consumer trust. Furthermore, the informative aspect is highly prioritized, with Focus Grafika Magelang providing information-rich content, such as content relevant to the products and services offered by Focus Grafika Magelang, so consumers feel more educated and confident in making purchasing decisions.

The results of this study align with research conducted by (Soziduhu Waruwu, 2022), which proves that digital marketing has a positive impact on increasing sales. Research conducted by (Fajar Rakasiwi Syamsuddin, 2023) proves that digital marketing has a positive effect on increasing sales, while research conducted by (Feky Reken, 2023) also proves that there is a positive influence of digital marketing on increasing sales.

Conclusion

Based on the results of research and discussion regarding the influence of promotional strategies and digital marketing on increasing sales at Focus Grafika Magelang, the following conclusions were obtained:

1. The promotional strategy variable has a positive effect on increasing sales at Focus Grafika Magelang. Based on the data processing results, H1 is accepted and H0 is rejected. Therefore, to increase sales at Focus Grafika Magelang, an effective promotional strategy is needed to attract consumer attention. This proves that when there is an improvement in the promotional strategy, there is an increase in sales.
2. The digital marketing variable has a positive effect on increasing sales at Focus Grafika Magelang. Based on the data processing results, H4 is accepted and H0 is rejected. Therefore, to increase sales at Focus Grafika Magelang, effective digital marketing is needed. This proves that when there is an increase in digital marketing, there is an increase in sales.

Suggestion

Based on the results of the analysis of the discussion and several conclusions in this study, the suggestions that can be given through this study are:

1. To increase sales, Focus Grafika Magelang needs to develop a more creative and targeted promotional strategy. Using social media and other digital platforms to disseminate promotional information can increase reach and attract more consumers.
2. To increase sales, Focus Grafika Magelang should maximize the use of various digital channels. Using engaging and interactive content in media can increase visibility and

attract more consumers. Furthermore, using paid advertising on digital platforms can help reach a wider audience and increase sales.

Future Research Agenda

1. It is hoped that data collection through questionnaires will be conducted directly to provide guidance and understanding to respondents before answering. This is expected to improve respondents' understanding of the questionnaire statements, resulting in more objective answers.
2. Future research is expected to add other independent variables that may be included in the 12.2% of variables in this study.
3. Future research can use this study as a reference and is expected to expand on the variables studied.

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