The Impact Of Digital Marketing And Marketing Mix On The Sales Level Of Inc Food

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Submission date: 14-Jun-2024 03:29AM (UTC-0500)
Submission ID: 2402323040
File name: VOL.2_NO_1_2023_HAL_122-143.docx (278.74K)
Word count: 6049
Character count: 34211

The 2nd Proceeding of The International Conference on Economics and Business
Vol.2, No.1 January-June 2023
e-ISSN: 2963-3370; p-ISSN: 2963-3656, Page 122-143
DOI: .....

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Abstract. *Along with the era and market changes, digital marketing is a means for economic actors for their marketing needs. People's behavior has changed drastically; of course, the cause is due to advances in technology. The development of information technology via the internet, an instrument that changes the way people obtain information. The marketing mix in the digital marketing process will design integrated marketing programs that are able to provide superior value for buyers. The marketing mix means product, price, place and promotion. For service products, the 4P can be added to the 3P, those are people, process and physical evidence. Inc food is a business that uses digital marketing and a marketing mix that operates in the culinary.*

Keywords: *Digital marketing, marketing mix, sales*

INTRODUCTION

As times evolve and markets change, digital marketing has become a vital tool for economic actors to meet their marketing needs. Society's behavior has drastically changed, primarily due to technological advancements (Kusnadi dkk., 2022). The development of information technology through the internet is one of the key instruments that has transformed how people obtain information. Since the emergence of internet technology, further enhanced by the advent of smartphones, societal behavior has significantly changed (Saefullah, Candra, dkk., 2023). Information is no longer obtained through conventional media such as television, radio, and print media, which tend to be non-interactive (Saefullah, Aisha, dkk., 2023). Instead, information is now easily accessible, open, and interactive through the internet.

Received on April 7th, 2023; Revised on Mei 2nd, 2023; Accepted on Juni 1st, 2023
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According to official survey data released by APJII (the Indonesian Internet Service Providers Association) in 2020 up to the second quarter, the number of internet users in Indonesia reached 196.71 million, or about 73.7% of the total population (source: apjii.or.id/survei). This number is expected to continue growing as internet networks expand, with the internet increasingly seen as a fundamental necessity for modern life. This is further supported by data from BPS. According to BPS data (2020), as of early 2020, 175.4 million people in Indonesia were active internet users. Statistically, many marketing strategies have become trends. With businesses disrupted by the COVID-19 pandemic, people have been forced to utilize digital technology. Consequently, with user growth reaching 13%, most marketing strategies now leverage various internet platforms and social media.

The role of leadership within a company is also crucial in sales, and Digital Marketing offers significant opportunities for sellers to reduce costs and increase sales through faster services and more interactive, real-time, and efficient marketing interactions (Amalia Dkk., 2021). Leadership within a company significantly influences the increase in product sales (Juhari dkk., 2022). This can also enhance cooperative learning related to systematic sales in the future (Nurhasanah & Hajar, 2022). This potential is supported by several capabilities, such as global reach (being able to reach anyone connected to the internet anywhere), personalization (creating products tailored to individual customer specifications), more interactive selling (communication between seller and buyer through channels like the internet), right-time marketing (the ability to provide products when consumers need them), and integrated marketing (coordination of all promotional activities to deliver a consistent message) (Saefullah, Ciptaningtyas, dkk., 2023).

The marketing mix, commonly referred to as the 4Ps of marketing, designs an integrated marketing program within the digital marketing process that delivers superior value to buyers (Ramdhan dkk., 2022). The marketing mix consists of product, price, place, and promotion. For service products, the 4Ps can be expanded to include three additional Ps: people, process, and physical evidence (Darlin dkk., 2022).

Inc Food is a business that uses digital marketing and the marketing mix in the culinary field. Given the high public interest in convenience, Inc Food has also ventured into online buying and selling transactions. Consumers are now facilitated in making transactions using smartphones and the available app features (Amalia dkk., 2023).

LITERATURE REVIEW

a. Digital marketing

Accordinf to (Agung, 2021), digital marketing or online marketing encompasses all forms of marketing activities for products or services conducted virtually using digital media or the internet. The aim of digital marketing is to generate targeted traffic or, in other words, to attract potential buyers to the business through promotions carried out across various digital media platforms (Arda, Saefullah, dkk., 2023).

According to (Wibiana dkk., 2022) Digital marketing is often confused with online marketing. As we moved into the 21st century most businesses had, or were in the final throws of , developing a web presence. E-mail was commonplace and there was technology allowing people to manage this fairly easily. The sosial media revolution has completely changed the internet and customer behavior. The penetration of broadband has increased speed, internet usage and user expectation with over 40 per cent of the world now online and over 90 per cent in many countries. Analytics has grown to the level where we can understand our consumers behavior in real time, including not just their usage statistics but also their demographics and even interests.

According to (Chamdani;, 2018) Digital marketing, or digital marketing, is a form of promoting and marketing a brand using digital media, such as the internet. Digital marketing is now a highly popular strategy used by nearly all marketers worldwide (Saefullah, Agustina, dkk., 2023). This is a result of the increasing influence of the internet and technology, making the internet a highly prospective market.

Indicators of digital marketing

According to (Iqbal, 2021), indicators of digital marketing include :

a. Accessibility.
b. Interactivity.
c. Entertainment.
d. Credibility.
e. Irritation.
f. Informativeness.

b. Marketing Mix

According to (Erwin dkk., 2018), a strategy related to marketing activities is the marketing mix strategy, which is defined as controlled variables combined to produce the desired

response from the target market. In marketing, there are seven elements of the marketing mix: product, price, place, promotion, people, process, and physical evidence.

The elements in the marketing mix, according to (Ramdhan, 2019b) are product, price, place, and promotion. For service products, the 4Ps can be expanded with 3Ps, namely people, process, and physical evidence.

The 7P Marketing Mix in the online world

According to (Firdaus, 2020) the main challenge in the 7P marketing mix in the online world is how to portray the 7Ps (product, price, place, promotion, people, process, and physical evidence) in a way that convinces potential customers through testimonials, e-brochures, videos, and through distribution channels such as Facebook, Instagram, WhatsApp, YouTube, and others. For all products offered online, strong direct marketing support is also needed, whether via email, call center, and others.

Indicators of the marketing mix

According to (Arda, 2020), the indicators of the marketing mix are: Product, Price, Location, Promotion, Physical Facilities, People, Process.

c. Sales

Sales are an element of promotion, and promotion is one of the elements of the overall marketing system (Abdullah & Tantri, 2019). The influence of talent management and social capital on employee performance, mediated by job satisfaction, as well as how sales, as the process of exchanging goods and/or services between sellers and buyers, also affect employee performance (Rivai dkk., 2021). Thus, it can be concluded that sales are activities to deliver products and/or services that have been produced to those who need them and have been determined based on common goals (Trian Zulhadi Putra, 2020).

The influence of company age and intangible resources on the relationship between entrepreneurial orientation and company growth, as well as factors such as selling price, offered products, designed promotions, distribution channels, and quality affecting sales levels (Anderson & Eshima, 2013). The goal of sales is to achieve a certain level of sales, obtain a specific profit, and support business development (Ramdhan, 2021). Efforts to achieve these goals are not solely carried out by salesmen (Ramdhan dkk., 2023), but require cooperation from all parties, such as company functionaries, for example, the finance department providing funds, the production department producing goods and/or services, and the HR department preparing the workforce (Ramdhan dkk., 2021), thus also influencing compensation and services for employee performance (Ramdhan, 2020).

Sales Indicators

According to (Permatasari, 2020), there are 5 indicators of sales, including convenience, efficiency, price, flexibility in payment methods, and good service. These five indicators are definitively explored from the consumer's perspective to identify what is needed to increase sales.

RESEARCH METHOD(S)

The research method used in this study is quantitative method (Ramdhan, 2019a) . Quantitative research is a systematic investigation of a phenomenon by collecting data that can be measured using statistical, mathematical, or computational techniques (Ramdhan, 2022). According to (Firdaus, 2019) the methods that can be used to obtain data include experimentation, questionnaire instruments, interviews, observations, and from documents. data collection methods are divided into three ways: observation, questionnaire administration, and interviews. However, in this study, data collection method using questionnaires was used exclusively (Saefullah, Aisha, dkk., 2023).

Research Subject and Object

1. Research Subject

   The subject of the study is the Partners (Resellers) of Inc Food.

2. Research Object

   The object of the study is the use of digital marketing, marketing mix, and sales of Inc Food, Depok, West Java.

3. Place and Time of Research

   This research was conducted at Inc Food, Depok City. The research was conducted in early September and data analysis was carried out at the end of December 2022.

FINDING AND DISCUSSION

Data Description

The first questionnaire distribution for the pretest sample was carried out among 30 Resellers (Partners) of Inc Food, followed by validity and reliability tests on these 30 pretest samples. Subsequently, the questionnaire was distributed to 120 Resellers (Partners) of Inc Food, and 93 respondents returned it, all of which were declared valid, resulting in a total of 123 respondents.

Characteristics of Respondents Based on Gender

Analysis was conducted on respondent profiles and other information related to the research

analysis unit, namely Resellers (Partners) of Inc Food, as stated in the first part of the questionnaire. The analysis was carried out individually based on the questions in the questionnaire, and the discussion began with the data obtained from respondents with predefined respondent characteristics consisting of two characteristics, namely (1) Gender and (2) Domicile.

Characteristics of Respondents Based on Domicile

The data above shows that the domicile of respondents in Depok has a percentage of 59% or 73 individuals, Bogor has a percentage of 16% or 20 individuals, Jakarta has a percentage of 11% or 13 individuals, Tangerang has a percentage of 3% or 3 individuals, Bekasi has a percentage of 4% or 5 individuals, and outside JABODETABEK has a percentage of 7% or 9 individuals. This indicates that the majority of Inc Food resellers (partners) are located in Depok and the JABODETABEK area.

1. Discussion
   a. Data Quality Assessment

      Variables of Digital Marketing Usage (X1)

Table 4.1 Validity Testing of Digital Marketing Usage Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.658
Bartlett's Test of Sphericity	Approx. Chi-Square	234.187
	Df	55
	Sig.	.000

Source : Data Processing Output SPSS 20, 2023

Table 4.2 *Component Matrix of Digital Marketing Usage Variables*

Pertanyaan	Component	KMO	Hasil
DG1	0,658	0,500	Valid
DG2	0,661	0,500	Valid
DG3	0,798	0,500	Valid
DG4	0,772	0,500	Valid
DG5	0,759	0,500	Valid
DG6	0,676	0,500	Valid
DG7	0,804	0,500	Valid
DG8	0,617	0,500	Valid
DG9	0,718	0,500	Valid
DG10	0,687	0,500	Valid

DG11	0,848	0,500	Valid
DG12	0,671	0,500	Valid

Source : Data Processing Output SPSS 20, 2023

From the validity testing using KMO, items DG 1 to DG 12 on the digital marketing usage variable showed KMO values above 0.500, indicating that items DG 1 to DG 12 are considered valid.

b. Reability Test

Table 4.3 The Reliability Results of the Questionnaire on Digital Marketing Usage Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.903	12

Based on the above test results, it is indicated that the questionnaire items on Digital Marketing Usage demonstrate reliability, with Cronbach's Alpha of 0.903 > 0.60, indicating reliability.

The Variable of Marketing Mix Usage (X2)

a. The Validity Test

Table 4.4 The Validity Testing of Marketing Mix Usage Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.642
Bartlett's Test of Sphericity	Approx. Chi-Square	474.263
	Df	105
	Sig.	.000

Source : Data Processing Output SPSS 20, 2023

Table 4.5 *Component Matrix of Marketing Mix Usage Variables*

Pertanyaan	Component	KMO	Hasil
BP1	0,716	0,500	Valid
BP2	0,822	0,500	Valid
BP3	0,826	0,500	Valid
BP4	0,600	0,500	Valid
BP5	0,854	0,500	Valid
BP6	0,842	0,500	Valid
BP7	0,727	0,500	Valid

BP8	0,770	0,500	Valid
BP9	0,828	0,500	Valid
BP10	0,813	0,500	Valid
BP11	0,893	0,500	Valid
BP12	0,857	0,500	Valid
BP13	0,730	0,500	Valid
BP14	0,777	0,500	Valid
BP15	0,875	0,500	Valid

Source : Data Processing Output SPSS 20, 2023

From the validity testing using KMO, a KMO value greater than 0.500 was obtained, indicating that all items on the marketing mix usage variable are considered valid, namely BP1 to BP15.

b. Reability Test

Table 4.6 The Reliability Results of the Questionnaire on Marketing Mix Usage Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.953	15

Source : Data Processing Output SPSS 20, 2023

Based on the above test results, it is indicated that the questionnaire items on Marketing Mix Usage demonstrate reliability, with Cronbach's Alpha of 0.953 > 0.60, indicating reliability.

Sales Variables (Y)

a. Validity Test

Table 4.7 Validity Testing of Sales Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.613
Bartlett's Test of Sphericity	Approx. Chi-Square	462.240
	Df	105
	Sig.	.000

Source : Data Processing Output SPS 20, 2023

Table 4.8 *Component Matrix of Sales Variables*

Question	Component	KMO	Result
PJ1	0,569	0,500	Valid
PJ2	0,676	0,500	Valid
PJ3	0,704	0,500	Valid
PJ4	0,863	0,500	Valid
PJ5	0,781	0,500	Valid
PJ6	0,851	0,500	Valid
PJ7	0,706	0,500	Valid
PJ8	0,793	0,500	Valid
PJ9	0,859	0,500	Valid
PJ10	0,708	0,500	Valid
PJ11	0,861	0,500	Valid

Source : Data Processing Output SPSS 20, 2023

From the validity testing using KMO, a KMO value greater than 0.500 was obtained, indicating that all items on the sales variable are considered valid, namely PJ1 to PJ11.

b. Reability Test

Table 4.9 The Reliability Results of the Questionnaire on Sales Variables

Reliability Statistics

Cronbach's Alpha	N of Items
.947	11

Source : Data Processing Output SPSS 20, 2023

Based on the above test results, it is shown that the items in the Sales variable questionnaire demonstrate reliability, with Cronbach's Alpha of 0.947 > 0.60, indicating reliability.

Data on Digital Marketing Usage (X1)

Data on digital marketing usage variables were obtained from questionnaires distributed to 110 respondents who are Resellers (Partners) of Inc Food, resulting in a minimum value of 35, a maximum value of 55, with a mean of 46.22, a median of 45.00, and a mode of 44.

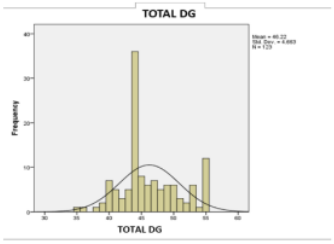
Table 4.14 Description of Data on Digital Marketing Usage Research

Valid	123
N	
Missing	0
Mean	46.22
Median	45.00
Mode	44
Std. Deviation	4.663
Variance	21.747
Range	20
Minimum	35
Maximum	55

Sumber : Output Pengolahan Data SPSS 20, 2023

From the above calculations, it can be said that the use of digital marketing by Resellers (Partners) of Inc Food is considered good. This is indicated by the average value of 46.22, which is close to the median value. To clarify the data, it can be represented in the form of a histogram as follows:

Picture 4.3 Histogram and Frequency Polygon of Digital Marketing Usage Variables



Source : Data Procesing Output SPSS 20, 2023

Based on the histogram and frequency polygon in Figure 4.3, it can be concluded that the usage of digital marketing by Resellers (Partners) of Inc Food exhibits a normal distribution.

Data on Marketing Mix Usage (X2)

Data on the marketing mix usage variable were obtained from questionnaires distributed to 123 respondents who are Resellers (Partners) of Inc Food, resulting in a minimum value of 35, a maximum value of 75, with a mean of 60.56, a median of 60.00, and a mode of 60.

Table 4.15 Description of Research Data on Marketing Mix Usage

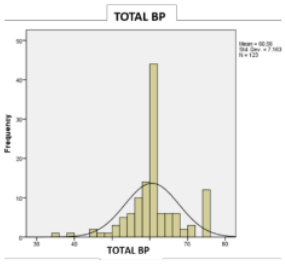
Valid	123
N	
Missing	0
Mean	60.56
Median	60.00
Mode	60
Std. Deviation	7.163
Variance	51.314
Range	40
Minimum	35
Maximum	75

Source : Data Processing Output SPSS 20, 2023

Based on the above calculation, it can be said that the usage of marketing mix by Resellers (Partners) of Inc Food is considered good. This is indicated by the average score obtained, which is 60.56, close to the median value. To further illustrate this data, it can be depicted in the form of a histogram as follows:

Picture 4.4 Histogram and Poligon Frequency

The variable of Marketing Mix Usage



Source : Data Processing Output SPSS 20, 2023

From the histogram and frequency polygon above, it can be concluded that the Usage of Marketing Mix by Resellers (Partners) of Inc Food has a normal distribution.

Sales Data (Y)

The sales variable data at Inc Food was obtained from a questionnaire given to the Resellers (Partners) of Inc Food, which became the research sample totaling 123 respondents. The data yielded a minimum value of 47, a maximum of 75, with a mean of 63.69, a median of 60.00, and a mode of 60.

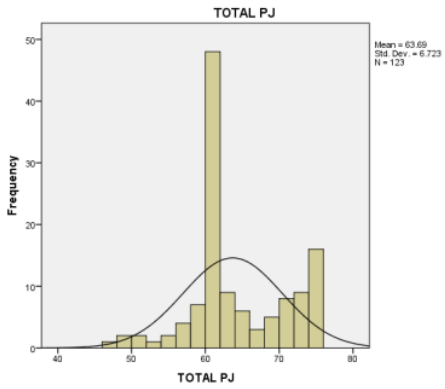
Table 4.16 Description of Sales Research Data

Valid	123
N	
Missing	0
Mean	63.69
Median	60.00
Mode	60
Std. Deviation	6.723
Variance	45.199
Range	28
Minimum	47
Maximum	75

Source : Data Processing Output SPSS 20, 2023

From the calculations above, it can be said that the Sales at Inc Food are considered good. This is indicated by the average score of 63.69, which is close to the median value. To further clarify the data, it can be illustrated in the form of a histogram as follows:

Picture 4.5 Histogram and Polygon Frequency of Sales Variable



Source : Data Processing Output SPSS 20, 2023

From the histogram and polygon frequency above, it can be concluded that the sales at Inc Food have a normal distribution.

Classical Assumption Test

1. Normality Test of Data

   Research data is considered normal if it meets the assumptions of regression analysis (Saefullah, Fadli, dkk., 2023). In this study, the One-Sample Kolmogorov-Smirnov test will be used, with a significance level of 0.05. Data is deemed to be normally distributed if its significance value exceeds 5% or 0.05.

2. Multicollinearity Test

   Multicollinearity test aims to examine whether there is a perfect correlation among independent variables in the regression model. A good regression model should not exhibit perfect correlation among independent variables (Devid Putra Arda dkk., 2021). One technique to detect multicollinearity is by examining the tolerance value or variance inflation factor (VIF). If tolerance < 0.1 or VIF > 10, multicollinearity is present.

3. Heteroskedasticity Test

   Heteroskedasticity often arises in cross-sectional data or data obtained from multiple respondents at a specific time (Saefullah, Fahri, dkk., 2023). Heteroskedasticity often arises in cross-sectional data or data obtained from multiple respondents at a specific time.

   One way to detect heteroskedasticity is by creating a scatter plot between standardized residuals (ZRESID) and standardized predicted values (Y) (Arda, Yulaeli, dkk., 2023). As shown in the figure below, there is no change across Y, indicating no heteroskedasticity in the errors or residuals.

The Influence of Digital Marketing Usage (X1) on Sales (Y)

1. Simple Linear Regression Test

Table 4.19 Results of Simple Linear Regression Test of Digital Marketing (X1) on Sales (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.683	5.340		5.933	.000
	TOTAL DG	.693	.115	.480	6.025	.000

Source : Data Processing Output SPSS 20, 2023

Based on Table 4.19 above, the equation of simple linear regression is as follows:

Y = 31,683 + 0,693 (X1)

Based on the calculations above, the explanation is as follows:

1) The intercept constant of 31.683 represents the constant (a), indicating that when X=0, the value of Y = 31.683.
2) The regression coefficient value of the Digital Marketing usage variable (X1) on sales (Y) is 0.693. This means that if Digital Marketing usage increases by 1 unit, it can increase sales by 0.693.

2. Correlation Coefficient Test

Table 4.20 Correlation Coefficient Test of Digital Marketing (X1) on Sales (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480[a]	.231	.224	5.921

a. Predictors: (Constant), TOTAL DG

Source : DataProcessing Output SPSS 20, 2023

Based on the table 4.20 above, the value of R (Correlation Coefficient) is 0.480. This indicates that there is a moderate to strong relationship between the use of Digital Marketing and sales.

3. Coefficient of Determination Test

Table 4.21 Coefficient of Determination Test for Digital Marketing (X1) on Sales (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480[a]	.231	.224	5.921

a. Predictors: (Constant), TOTAL DG

Source : Data Processing Output SPSS 20, 2023

The result of the R2 (R Square) value is 0.231, indicating that 23.1% of the variance in sales is explained by digital marketing usage, while the remaining 76.9% is influenced by other variables not examined in this study.

Table 4.22 The t-test for Digital Marketing (X1) on Sales (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	31.683	5.340		5.933	.000
	TOTAL DG	.693	.115	.480	6.025	.000

a. Dependent Variable: TOTAL PJ

Source : Data Processing Output SPSS 20, 2023

Based on the table 4.22 above, the t-value is 6.025, while the t-table value for n = 123 is 1.658. Therefore, because the t-value > t-table, i.e., 6.025 > 1.658, the probability value (significance) = 0.000, which is below 0.05. Thus, it can be concluded that there is a positive and significant influence of digital marketing usage on sales at Inc Food.

The Influence of Marketing Mix Utilization (X2) on Sales (Y)

1. Simple Linear Regression Test

Table 4.23 Results of Simple Linear Regression of Marketing Mix (X2) on Sales (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.621	4.575		8.005	.000
	TOTAL BP	.447	.075	.476	5.958	.000

a. Dependent Variable: TOTAL PJ

Source :Data Processing Output SPSS 20, 2023

Based on the table 4.23 above, the equation for simple linear regression is as follows:

$$Y = 36{,}621 + 0{,}447\ (X2)$$

Based on the calculations above, it can be explained as follows:

1) The intercept constant of 36.621 represents the constant (a), indicating that when X = 0, the value of Y = 36.621.
2) The regression coefficient value of the variable "usage of Marketing Mix" (X2) on sales (Y) is 0.447. This means that if the usage of Marketing Mix increases by 1 unit, it will increase sales by 0.447.

2. Correlation Coefficient Test

Tabel 4.24 Correlation Coefficient Test of Marketing Mix (X2) on Sales (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate
1	.476[a]	.227	.220	5.936

a. Predictors: (Constant), TOTAL BP

Source : Data Processing Output SPSS 20, 2023

Based on the table 4.24 above, the correlation coefficient (R) is 0.476. This indicates a moderate to strong relationship between the use of Marketing Mix and sales.

3. Coefficient of Determination Test

Tabel 4.25 Determination Coefficient Test for Marketing Mix (X2) on Sales (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate

1	.476[a]	.227	.220	5.936

a. Predictors: (Constant), TOTAL BP

Source :Data Processing Output SPSS 20, 2022

Based on the table 4.25 above, the value of R2 (R Square) is 0.227, indicating that 22.7% of marketing mix usage contributes to sales, while the remaining 77.3% is influenced by other variables not examined in this study.

4. t - Test

Table 4.26 T-test for Marketing Mix (X2) on Sales (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.621	4.575		8.005	.000
	TOTAL BP	.447	.075	.476	5.958	.000

a. Dependent Variable: TOTAL BP

Source :Data Processing Output SPSS 20, 2023

Based on the table 4.26 above, the t-value is 5.958, while the critical t-value for n = 123 is 1.658. Therefore, since the calculated t-value is greater than the critical t-value (5.958 > 1.658), the probability value (significance) is 0.000, which means it is below 0.05. Thus, it can be concluded that there is a positive and significant influence of marketing mix usage on sales at Inc food.

The Influence of Digital Marketing (X1) and Marketing Mix (X2) Usage on Sales (Y)

1. Multiple Correlation Coefficient Test

Table 4.27 Test of Correlation Coefficients for X1 and X2 with Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560[a]	.313	.302	5.617

a. Predictors: (Constant), TOTAL DG, TOTAL BP

b. Dependent Variable: TOTAL PJ

Source : Data Processing Output SPSS 20, 2023

Based on Table 4.27 above, the correlation coefficient (R) is 0.560. This indicates a moderate or sufficient relationship between the use of Digital Marketing and Marketing Mix with sales.

Table 4.28 The Result of Multiple Linear Regression Analysis of X1 and X2 on Y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.217	5.535		4.195	.000
	TOTAL DG	.478	.123	.331	3.887	.000
	TOTAL BP	.304	.080	.324	3.798	.000

a. Dependent Variable: TOTAL PJ

Source :Data Processing Output SPSS 20, 2023

Based on the above table (Table 4.28), the coefficient constant is obtained as 23.217, the coefficient of digital marketing usage is 0.478, and the coefficient of marketing mix usage is 0.304. Therefore, the regression equation can be formulated as follows.

$Y = 23{,}217 + 0{,}478X1 + 0{,}304X2$

2. Determination Coefficient Test

Table 4.29 Test of Determination Coefficient for X1 and X2 on Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of theEstimate
1	.560[a]	.313	.302	5.617

a. Predictors: (Constant), TOTAL DG, TOTAL BP

b. Dependent Variable: TOTAL PJ

Source : Data Processing Output SPSS 20, 2023

Based on the table 4.29 above, the obtained R Square result is 0.313, indicating that the influence of Digital Marketing and Marketing Mix on sales contributes to 0.313 x 100% = 31.3%. Other factors besides Digital Marketing and Marketing Mix that affect sales in Inc Food are approximately 100% - 31.3% = 68.7%. This indicates that sales in Inc Food, when conducted using digital marketing and marketing mix, are still relatively low.

3. F- Test

Based on the SPSS 20 calculation for the F-test, the results obtained are as follows:

Table 4.30 F-test X1 and X2 on Y

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1727.681	2	863.841	27.376	.000[b]
	Residual	3786.579	120	31.555		
	Total	5514.260	122			

a. Dependent Variable: TOTAL PJ

b. Predictors: (Constant), TOTAL DG, TOTAL BP

Sources : Data Processing Output SPSS 20, 2023

Based on Table 4.30 above, the variables of Digital Marketing usage and Marketing Mix usage together have a positive influence on sales, as evidenced by F-value = 27.376 > F-table (3.84) and probability value (significance) = 0.000, which is below 0.05. This suggests that there is a positive and significant influence of both Digital Marketing usage and Marketing Mix usage together on sales at Inc food.

CONCLUSION AND RECOMMENDATION

1. Based on the results of the research conducted, it can be stated that there is a positive and significant influence of the Digital Marketing variable (X1) on sales (Y). This is evidenced by the obtained t-value of 6.025, while the t-table value for n = 123 is 1.658. Therefore, since the t-value > t-table, i.e., 6.025 > 1.658, and the probability value (significance) = 0.000, which is below 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, meaning there is an influence of Digital Marketing usage on sales at Inc food. The highest indicator of Digital Marketing usage is ease of access to FB, IG, WA, and Inc food's Market Place with an average score of 4.3.
2. Based on the results of the research conducted, it can be stated that there is a positive and significant influence of the Marketing Mix variable (X2) on sales (Y). This is evidenced by the obtained t-value of 5.958, while the t-table value for n = 123 is 1.658. Therefore, since the t-value > t-table, i.e., 5.958 > 1.658, and the probability value (significance) = 0.000, which is below 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, meaning there is a significant influence of Marketing Mix usage on sales at Inc food. The highest indicator of Marketing Mix usage is place, indicating that Inc food has offline and online stores easily accessible to consumers or resellers, with an average score of 4.14.

3. Based on the results of the research conducted, it can be stated that there is a positive and significant influence of both Digital Marketing (X1) and Marketing Mix (X2) variables together on sales (Y). This is evidenced by the obtained F-value of 27.376, while the F-table value for n = 123 is 3.84. Therefore, since the F-value > F-table, i.e., 27.376 > 3.84, and the probability value (significance) = 0.000, which is below 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, meaning there is a significant influence of Digital Marketing and Marketing Mix usage together on sales at Inc food. The highest sales indicator is good service, with an average score of 4.36.

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