

# The Influence of Digital Marketing on Sales Results of Traditional Traders at Horas Market Pematangsiantar

Santi Rohdearni Panjaitan<sup>1</sup>, Ben Setiawan Barus<sup>2</sup>, Anju Bherna D. Nainggolan<sup>3</sup>, Dermawan Perangin-angin<sup>4</sup>

<sup>1,2,3,4</sup> Faculty of Economics, Efarina University, Indonesia

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## ABSTRACT

The purpose of this study is to determine whether there is an influence of digital marketing on the sales of traditional traders in the Horas market Pematangsiantar. The number of samples in this study were 98 respondents with an error rate of 10%. The sampling technique used is non-probability sampling. The sampling method used accidental sampling technique. Data collection was obtained from the results of distributing questionnaires to traditional traders of the Horas market Pematangsiantar. The research method used is a quantitative approach with questionnaires and managing data using SPSS. The analytical tools used are validity and reliability tests. Data analysis in this study used simple linear regression analysis. The results of simple linear regression analysis show that digital marketing variables have a positive and significant effect on sales results. The results of this study indicate that the higher the digital marketing it will affect the sales results of traditional traders in the Horas market Pematangsiantar.

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### Corresponding Author:

Santi Rohdearni Panjaitan  
Faculty of Economics  
Efarina University  
Jl. Pendeta J. Wismar Saragih No.72-74, Bane, Kec. Siantar Utara, Kota Pematang Siantar, Sumatera Utara 21143  
Email: santirohdearnip@gmail.com

## 1. INTRODUCTION

One of the marketing media that is currently in great demand by the public to support various activities carried out is digital marketing. People are gradually starting to abandon conventional or traditional marketing models and switch to modern marketing. With digital marketing, communication and transactions can be done at any time and thoroughly. With the number of social media users who are in great demand by various groups and are increasingly opening up opportunities for business people to develop their market in the grip of a smartphone. Fewer buyers make sellers' income decrease. This is due to the rise of competitors in digital marketing whose sales methods are more sophisticated.

## 2. RESEARCH METHOD

The theoretical basis is a set of definitions or concepts that have been arranged neatly and systematically about the variables in a study. The theoretical foundation will be a strong basis in a research that will be carried out. Sugiyono (2012: 52) argues that in research the theoretical basis needs to be upheld so that the research has a solid basis, and is not just an act of trial and error. Digital marketing is an activity of marketing and promoting a product using digital media or the internet. The goal of digital marketing is to attract consumers. As we know, the acceptance of

technology and the internet in society is very broad, so it's no wonder that digital marketing activities are the main choice for business people. As a result, companies compete with each other to create interesting content to be displayed in their marketing in cyberspace. According to the journal cited by Chaffey & Chadwick (2012), digital marketing is also defined as the application of the internet and digital technology related to traditional marketing to achieve marketing objectives. In the journal Sanjaya and Tarigan (2016), digital marketing is marketing activities including branding that use various web-based media such as blogs, websites, e-mails, adwords, or social networks. According to the journal quoted by Ryan Kristo Muljono (2018: 5), digital marketing uses the internet and information technology as marketing media. The need to use the internet as a marketing medium to expand and enhance traditional marketing functions. This definition concentrates on all traditional marketing. Meanwhile, according to Sawicky (2016), quoted from (ES.et al, 2017) digital marketing is the exploitation of digital technology used to create a channel to reach potential recipients to achieve company goals through more effective fulfillment of consumer needs. In the journal Hidayat & Tobing (2012), it is said that marketing with digital marketing has a very strong relationship. If one starts exploring the business of marketing via the internet he will quickly find that instead of looking for a few customers he will now have the ability to reach millions of customers from a global approach and a more specific group and also from customers who are closer to him also the appeal is also wider than his business previously owned. He can use social media as a marketplace and also have a targeted market. In Philip Kotler's journal entitled Marketing 4.0 (2019) it states that there are several advantages of digital marketing, namely:

- a. Marketing is more effective in reaching customers or customers. Targeted audiences can be reached in ways that are more cost effective and measurable in terms of time.
- b. Facilitate marketing activities. Attract customers who have an interest in your product or service, so that the chances of sales are higher. Much clearer than marketing methods with canvassing techniques such as distributing brochures, advertising in newspapers and magazines or visiting random houses.
- c. Follow the current trend. Digital marketing allows business owners to create engaging campaigns using content marketing tactics. This content can earn social currency which is passed from user to user and becomes viral. According to Wicaksono et al. (2011), traditional markets are places where sellers and buyers meet and are marked by direct buyer-seller transactions, buildings usually consist of stalls or outlets, stalls and open grounds opened by sellers or a market manager. Traditional markets tend to sell local goods and less imported goods are found, because the goods sold in traditional markets tend to be the same as modern markets, so the goods sold are of relatively the same quality as modern markets.

### 3. RESULTS AND DISCUSSIONS

In this study, data was processed in the form of a questionnaire consisting of five statements for digital marketing (X) and five statements for sales results (Y). The questionnaire distributed was given to 98 respondents, namely traditional traders of the Pematangsiantar horas tax, especially to clothing traders as a research sample using a Likert scale which was applied to calculate the X and Y variables. The description of the traders who were respondents was described in terms of gender, age and period of selling. Calculating the percentage of respondents' answers in the form of a single table through the distribution of frequencies and percentages using the formula:

$$P = \frac{f}{N} \times 100\% \dots \dots \dots (\text{Sugiyono 2012})$$

Information:

P = Percentage

f = Frequency

N = Number of Respondents

From this classification a conclusion can be obtained regarding the condition of the respondents after seeing the results of distributing the questionnaires to 98 respondents, it can be seen that the description and characteristics of the traders who were used as respondents are as follows:

**Table 1. Characteristics of Respondents Based on Gender**

No.	Gender	Frequency (N)	Percentage (%)
1.	Man	38	38.72%
2.	Woman	60	61.28%
	Total	98	100%

Source: Primary data processed (2023)

Based on the table above, it can be seen that the respondents consisted of 38 male traders or 38.72% and 60 female traders or 61.28% of the total 98 research samples.

**Table 2. Characteristics of Respondents by Age**

No.	Age	Frequency (N)	Percentage (%)
1.	< 25 years	18	18.39%
2.	25-30 Years	16	16.32%
3.	30-40 Years	29	29.55%
4.	40-50 Years	35	35.74%
	Total	98	100%

Source: Primary data processed (2023)

Based on the table above it can be seen that the respondents consisted of 18 traders aged <25 years or 18.39%, 16 traders aged 25-30 years or 16.32%, 29 traders aged 30-40 years or 29.55% and 35 traders aged 40-50 years or 35.74%.

**Table 3. Characteristics of Respondents Based on Selling Period**

No.	Selling Period	Frequency (N)	Percentage (%)
1.	< 3 years	23	23.47%
2.	3-5 Years	29	29.59%
3.	5-10 Years	33	33.67%
4.	10-15 Years	13	13.27%
	Total	98	100%

Source: Primary data processed (2023)

Based on the table above, it can be seen that the respondents consisted of 23 people with a sales period of <3 years or 23.47%, 29 people with a sales period of 3-5 years or 29.59%, 33 people with a sales period of 5-10 years or by 33.67% and 13 people with a sales period of 10-15 years or by 13.27%. Based on the results of research that has been conducted on 98 respondents through distributing questionnaires. To get the tendency of respondents' answers to the answers of each variable will be based on the range of scores as attached in the table below.

**Table 4. Respondents' Responses Regarding Digital Marketing (X)**

Item Ke	Score					Percentage				
	SS	S	CS	TS	STS	SS	S	CS	TS	STS
1.	48	40	10	0	0	49.0	40,8	10,2	0.0	0.0
2.	44	32	16	4	2	44.8	32,6	16,3	4.0	2.0
3.	36	40	12	9	1	36,7	40,8	12,2	9,1	1.0
4.	25	41	23	9	1	25.5	41.8	23,4	9,1	1.0
5.	27	44	17	7	3	27.5	44.8	17,3	7,1	3.0
Amount	180	197	78	29	7	183.5	200.8	79.4	29,3	7
Average	36	39,4	15,6	5,8	1,3	36,7	40,1	15,8	5,8	1,4

Source: Primary data processed (2023)

Based on the table above, the digital marketing variable (X) in this study is measured through five statements. The results of the response to digital marketing received a total of 100% which was declared good.

**Table 5. Respondents' Responses Regarding Sales Results (Y)**

Item Ke	Score					Percentage				
	SS	S	CS	TS	STS	SS	S	CS	TS	STS
1.	24	34	17	17	6	24,4	34,6	17,3	17,3	6,1
2.	35	31	14	13	5	35,7	31,6	14,2	13,2	5,1
3.	36	41	15	5	1	36,7	41.8	15,3	5,1	1.0

4.	49	30	14	3	2	50	30,6	14,2	3,0	2,0
5.	41	30	20	5	2	41.8	30,6	20,4	5,1	2,0
Jl	185	166	80	43	16	188.6	169,2	81.4	43,7	16,2
Average	37	33,2	16	8,6	3,2	37,7	33,8	16,2	8,7	3,2

Source: Primary data processed (2023)

Based on the table above, it is known that the variable sales results (Y) in this study is measured through five statements. The results of the response to the sales results got a total of 100% declared good.

Data analysis is the step of collecting, selecting and transforming data into real information. Data analysis used in this study is as follows. Validity test is used to measure the legitimacy of a questionnaire. In this study the validity test was used to determine the accuracy and accuracy of a measurement instrument in performing the measurement function using SPSS version 22. If  $r$  count  $\geq r$  table ( $r$  table 0.3 with Sig. 0.10) then the instrument or question items have a significant correlation with the total score is declared valid. Complete validity testing can be seen in the following table:

**Table 6. Digital Marketing Variable Validity Test Results (X)**

No	Digital Marketing Statement (X)	R Count	R Table	Information
1.	Recently, many people sell clothes online through digital media such as Facebook, Whatsapp, E-mail, etc.	0.566	0.3	Valid
2.	Clothing models sold in digital media are more innovative and up-to-date than clothing models sold in the traditional Pematangsiantar horas tax market.	0.538	0.3	Valid
3.	Sales through digital marketing almost always appear on your social media homepage and website pages	0.355	0.3	Valid
4.	Promotion of products or goods through digital media is always more innovative than manual and traditional forms of promotion.	0.784	0.3	Valid
5.	You often see various types of merchandise that are similar (clothing) to your type of merchandise being offered in digital media.	0.621	0.3	Valid

Source: Primary Data processed by SPSS Version 22 (2023)

It can be seen that the  $r$  value for all statement items from the Digital Marketing variable (X) is greater than the  $r$  table, so it is declared valid with an average significant level  $> 0.3$ .

**Table 7. Sales Result Variable Validity Test Results (Y)**

No.	Statement of Sales Results (Y)	R Count	R Table	Information
1.	As a result of the rise of sales through digital media, the sales of traders have decreased.	,435	0.3	Valid
2.	Lately the visitors who come to your shop have decreased.	,586	0.3	Valid
3.	Sales results before the rise of digital marketing were stable and there was no decrease in income.	,524	0.3	Valid
4.	Promotion strategy affects sales results.	,346	0.3	Valid
5.	Price and quality affect sales results.	,347	0.3	Valid

Source: Primary Data processed by SPSS Version 22 (2023)

From the results of the validity test in table 4.7 it can be seen that the value of  $r$  calculated for all statement items from the Sales Results variable (Y) is greater than the  $r$  table, so it is declared valid with an average significant level  $> 0.3$ .

### Reliability Test

The reliability test is used to test the extent to which the reliability of a measuring device can be used again in the same study. In research the reliability test is a tool for measuring a questionnaire of variables. The SPSS version 22 program was used to carry out the reliability test. An instrument was declared reliable if the reliability coefficient of Cronbach's Alpha was at least 0.60.

**Table 8. Digital Marketing Variable Reliability Test Results (X)**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,784	,790	5

Source: Print Out Results of the SPSS program version 22 (2023)

Based on the test results in table 4.8 using SPSS version 22, the reliability test shows that the Digital Marketing variable (X) value of the Cronbach's Alpha reliability coefficient is  $> 0.60$ , so the instrument being tested is declared reliable.

**Table 9. Sales Result Variable Reliability Test Results (Y)**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,676	,693	5

Source: Print Out Results of the SPSS program version 22 (2023)

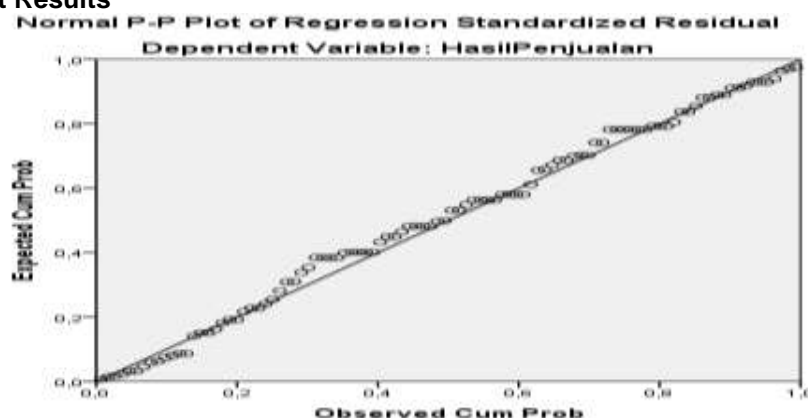
The reliability test shows that the variable Sales Results (Y) the reliability coefficient value of Cronbach's Alpha is  $> 0.60$ , so the instrument being tested is declared reliable.

Judging from the test on the two reliability test tables shows that all Cronbach's Alpha If Item Deleted variables are  $> 0.60$ , it can be concluded that all variables in this study are reliable or trusted.

### Normality test

The normality test aims to test whether in the regression model the independent variables and dependent variables are both normally distributed or not. The normality of the data in the study was seen by paying attention to the points on the Normal P-Plot of Regression Standardized Residual of the dependent variable. The requirement of the normality test is that if the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the normality assumption. If the data spreads away from the diagonal line and/or does not follow the diagonal line, then the regression model does not meet the assumption of normality.

### Normality Test Results



Source: Primary data processed by SPSS version 22 (2023)

### Results of Simple Linear Regression Analysis

		Coefficients <sup>a</sup>		
		Unstandardized Coefficients		Standardized Coefficients
Model		B	std. Error	Betas
1	(Constant)	7,069	2,179	
	DigitalMarketing	,622	,107	,512

a. Dependent Variable: Sales Results

Source: Primary data processed by SPSS version 22 (2023)

Based on the output results of SPSS version 22 in table 4.10, the following equation can be obtained:

$$Y = a + bX \dots\dots\dots (\text{Sugiono, 2011:261})$$

$Y = 7,069 + 0.622X$ , that is the occurrence of a positive correlation due to changes between variable X followed by variable Y in the same direction or directly proportional. The Sales Results variable (Y) can be influenced by the Digital Marketing variable (X) with a linear regression analysis of 0.622.

#### a. t test (Partial)

The t test is used to test the effect of the independent variables on the dependent variable partially or individually. In order to test the results of the regression calculations, it is possible to prove the hypothesis in order to find out whether the independent variables have an influence or not on the dependent variable.

### Test Results t

Coefficients <sup>a</sup>				
Model	Q	Sig.	Collinearity Statistics	
			tolerance	VIF
(Constant)	3,244	,002		
<i>Digital Marketing</i>	5,842	,000	1,000	1,000

a. Dependent Variable: Sales Results

Source: Primary data processed by SPSS version 22 (2023)

The results of the Digital Marketing test show that the t count is 5,842 and the t table is 1,290 where t count > t table, then H1 refuse H0 which means that digital marketing has a positive and significant effect on the sales results of traditional traders in the Pematangsiantar horas tax. Based on the statistical test results, it can be seen clearly that partially or individually the independent variable or Digital Marketing (X) has an effect on the dependent variable or Sales Results (Y). The influence given by the independent variables is positive, meaning that the higher the influence of digital marketing, the higher the sales results of influential traditional traders.

## 4. CONCLUSION

This study statistically proves that there is a significant influence between variables X and Y. However, this fact has not been fully implemented in the Pematangsiantar horas tax. From the primary data obtained in distributing the questionnaires, a reliability test was carried out to find out that the respondents' answers to the statements were consistent and a validity test was also carried out to measure whether a questionnaire was valid or not. The results of the reliability and validity tests show that all statements in each variable are reliable and valid. From the discussion that has been described, it can be concluded as follows: The results of a simple linear regression test show that there is a positive influence between digital marketing and the sales results of traditional traders in the Horas Market Pematangsiantar. The results of the Digital Marketing hypothesis test show that the t value is 5,842 and the t table is 1,290 where t count > t table, then H1 refuse H0 which means Digital Marketing (X) has a positive and significant effect on Sales Results (Y) of Traditional Traders at Horas Market Pematangsiantar. The result of the determination test is 0.262, which means that the X variable has the ability of 26.2% to translate the Y variable and the remaining 73.8% is influenced by other variables not examined in this study.

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