

The Influence of Digital Marketing on the Sales Results of Traditional Traders

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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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1. INTRODUCTION

A marketing activity using digital media is called digital marketing. The rapid development of technology makes various activities easy and practical. The acceptance of digital technology in society is so widespread that marketing activities carried out digitally are the main choice for companies.

The use of digital marketing for business is not just an additional marketing activity, but is also an integrated communication mechanism that impacts every organizational function by utilizing the power of human networks through a platform (Blanchard, 2015). The existence of digital marketing today has become a demand and consequence of the modern lifestyle that is developing in society. Not only in metropolitan cities but has spread to small cities in the country. Hidayat (2012), said that consumer preferences in shifting shopping places from traditional markets to digital marketing are guided by rational choices, namely low prices, more guaranteed quality of goods and more comfortable ways of shopping. The reduction in buyers causes the seller's income to decrease. This is due to the rise of competitors in digital marketing whose sales methods are more sophisticated. From the results of the observations, a gap was found in the Pematangsiantar Horas

Tax, namely the Influence of Digital Marketing on the Sales Results of Traditional Traders in the Pematangsiantar Horas Tax. So the aim of this research is to find out whether digital marketing has an influence on the sales results of traditional market clothing traders in Horas Tax and whether the sales income of clothing traders in Horas Pematangsiantar Tax is reduced.

Digital marketing is a marketing and promotion activity for a product using digital media or the internet. The goal of digital marketing is to attract consumers. According to journal quoted 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 goals. 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-mail, Adwords, or social networks.

Sales are buying and selling activities carried out by two or more parties using legal means of payment. This sale can be done using various methods such as direct sales and sales agents. The main goal of sales is of course to make a profit from the products or goods sold.

According to Moekijat in Widharta and Sugiharto (2013:2), sales is an activity aimed at finding buyers, influencing and giving instructions so that buyers can adapt their needs to the products offered and enter into agreements regarding prices that are profitable for both parties. The definition of sales according to Mulyadi (2016: 160), sales are activities carried out by sellers in selling goods and services with the dream of making a profit from all these transactions and sales can be interpreted as transferring or transferring ownership rights to goods or services.

Traditional markets are the main component forming communities both in villages and cities as institutions for distributing various kinds of community life needs. Traditional markets are also a link between villages and cities.

According to Wicaksono et al. (2011), a traditional market is a place where sellers and buyers meet and is characterized by direct buyer-seller transactions. The building usually consists of stalls or outlets, stalls and open grounds which are opened by the seller or a market manager. Traditional markets tend to sell local goods and are less likely to find imported goods, because the goods sold in traditional markets tend to be the same as modern markets, so the quality of the goods sold is relatively the same as modern markets.

Theoretical Framework is a conceptual model that shows the logical relationship between factors/variables identified as important for analyzing research problems. In other words, the theoretical framework explains the relationship pattern of all factors/variables that are related or explained in the theoretical basis. The pattern of relationships between variables in a theoretical framework is generally displayed in a schematic model (Sinulingga, 2014). From the explanation of the theoretical basis, the theoretical framework is as follows:

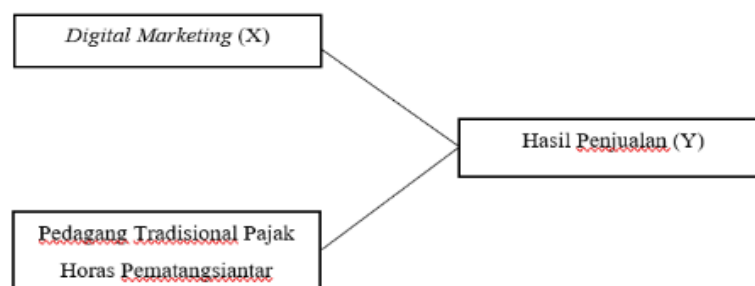


Figure 1. Conceptual Framework

Source: Hidayat & Tobing (2012), Freddy Rangkuti (2013)

2. RESEARCH METHODS

This research is causal associative research. This type of associative research is research that asks about the relationship between two or more variables (Sugiyono, 2018). This research takes the form of a causal relationship, namely a pattern of relationships that are cause and effect. This research is also quantitative research because the testing was carried out using data processing in the form of numbers and processed using statistical procedures.

Population is all individuals or certain objects or a measure obtained from all individuals or certain objects to be studied that have certain, clear and complete characteristics. According to Sugiyono (2018:117). The sample is part of the number and characteristics of the population (Sugiyono, 2018). The population in this study was 3500 traders in the Horas Pematang Siantar Tax. The sample used in this research was determined using Slovin's theory where the calculation results determined that 98 respondents were studied in this research.

The time of the research was carried out from June 2021 until the completion of this research with the research location being carried out at the Hora Pematangsiantar Traditional Tax Market, Jalan Thamrin No.6c, Dwikora, West Siantar District, Pematang Siantar City, North Sumatra Province.

The research instrument used in this research is a questionnaire with a 5-point Likert scale ranging from strongly agree to strongly disagree, as well as validity and reliability tests used to determine whether or not a questionnaire is appropriate for distribution to respondents. The data analysis technique used in this research is quantitative data analysis, namely testing and analyzing data by calculating numbers and then drawing conclusions from the test.

3. RESULTS AND DISCUSSION

Research results are the process of organizing and grouping data or activity information based on facts through the efforts of the researcher's mind in processing and analyzing research objects or topics systematically in solving a problem or hypothesis so that results and conclusions are found.

In this research, the 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 Pematangsiantar horas tax traders, especially to clothing traders as research samples using a Likert scale which was applied to calculate variable Calculate the percentage of respondents' answers in the form of a single table through frequency distribution and percentages. From this classification, a conclusion can be obtained regarding the condition of the respondents after looking at the results of distributing the questionnaire 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 Management (2024)

Table 2 explains that descriptive data analysis is presented in percentage form to show the overall identity of respondents who have participated. The percentage data in table 1.1 shows that based on gender, the percentage of men is less than women, namely 38.72% men and 61.28% women.

Table 2. Characteristics of Respondents Based on Age

No.	Usia	Frekuensi (N)	Persentase (%)
1.	< 25 Tahun	18	18,39%
2.	25-30 Tahun	16	16,32%
3.	30-40 Tahun	29	29,55%
4.	40-50 Tahun	35	35,74%
Total		98	100%

Source: Primary Data Management (2024)

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 Sales Period

No.	Masa Berjualan	Frekuensi (N)	Persentase (%)
1.	< 3 Tahun	23	23,47%
2.	3-5 Tahun	29	29,59%
3.	5-10 Tahun	33	33,67%
4.	10-15 Tahun	13	13,27%
Total		98	100%

Source: Primary Data Management (2024)

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 33.67% and 13 people with a sales period of 10-15 years or 13.27%.

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

Butir Ke	Skor					Persentase				
	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
Jumlah	180	197	78	29	7	183,5	200,8	79,4	29,3	7
Rata-rata	36	39,4	15,6	5,8	1,3	36,7	40,1	15,8	5,8	1,4

Source: Primary Data Management (2024)

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)

Butir Ke	Skor					Persentase				
	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
Jlh	185	166	80	43	16	188,6	169,2	81,4	43,7	16,2
Rata-rata	37	33,2	16	8,6	3,2	37,7	33,8	16,2	8,7	3,2

Source: Primary Data Management (2024)

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

Data analysis is the step of collecting, selecting and transforming data into real information. Data analysis used in this research uses a validity test. The validity test is used to measure whether a questionnaire is valid or not. In this research, the validity test is used to determine the extent to which a measurement instrument is accurate and precise in carrying out measurement functions using SPSS version 22. If r calculated $\geq r$ table (r table 0.3 with Sig. 0.10) then the instrument or question items are significantly correlated 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.	Pernyataan <i>Digital Marketing</i> (X)	R Hitung	R Tabel	Keterangan
1.	Belakangan ini banyak masyarakat melakukan penjualan pakaian secara <i>online</i> melalui media digital seperti <i>Facebook</i> , <i>Whatsapp</i> , <i>E-mail</i> , dll.	0.566	0.3	Valid
2.	Model pakaian yang di jual dalam media digital lebih berinovasi dan kekinian daripada model pakaian yang dijual di pasar tradisional pajak horas Pematangsiantar.	0.538	0.3	Valid
3.	Penjualan melalui <i>digital marketing</i> hampir selalu muncul di beranda sosial media dan halaman <i>website</i> Anda	0.355	0.3	Valid
4.	Bentuk promosi produk atau barang melalui media digital selalu lebih berinovasi daripada bentuk promosi secara manual dan tradisional.	0.784	0.3	Valid
5.	Anda sering melihat berbagai jenis barang dagangan yang serupa (pakaian) dengan jenis barang dagangan Anda di tawarkan dalam media digital.	0.621	0.3	Valid

Source: Primary Data processing results from SPSS Version 22 (2024)

From the results of the validity test in table 6, it can be seen that the calculated r value of all statement items from the Digital Marketing variable (X) is greater than the r table, so it is declared valid with an average significance level of > 0.3 .

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

No.	Pernyataan Hasil Penjualan (Y)	R Hitung	R Tabel	Keterangan
1.	Akibat maraknya penjualan melalui media digital hasil penjualan pedagang menurun.	,435	0.3	Valid
2.	Akhir-akhir ini pengunjung yang datang ke toko Anda berkurang.	,586	0.3	Valid
3.	Hasil penjualan sebelum maraknya <i>digital marketing</i> stabil dan tidak ada penurunan pendapatan.	,52	0.3	Valid
4.	Strategi promosi mempengaruhi hasil penjualan.	,346	0.3	Valid
5.	Harga dan kualitas mempengaruhi hasil penjualan.	,347	0.3	Valid

Source: Primary Data processing results from SPSS Version 22 (2024)

From the results of the validity test in table 7, it can be seen that the calculated r value of all statement items from the Sales Results variable (Y) is greater than the r table, so it is declared valid with an average significance level of > 0.3.

Reliability testing is used to test the extent to which a measuring instrument is reliable so that it can be used again in the same research. In research, reliability testing is a tool for measuring variables in a questionnaire. To carry out a reliability test, the SPSS version 22 program was used. An instrument is declared reliable if the Cronbach's Alpha reliability coefficient is 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 version 22 program (2024)

The reliability test shows that the Digital Marketing variable (X) value of the Cronbach's Alpha reliability coefficient is > 0.60, so the instrument tested is declared reliable.

Table 9. Sales Results 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 version 22 program (2024)

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

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

Table 10.Results of Simple Linear Regression Analysis**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	7,069	2,179	
DigitalMarketing	,622	,107	,512

a. Dependent Variable: Sales Results

Source: Primary data processing results from SPSS version 22 (2024)

Based on the SPSS version 22 output results in table 4.10, the following equation can be obtained $Y = 7,069 + 0.622X$, that is positive correlation occurs because changes between variable X are followed by variable Y in the same direction or are directly proportional. The Sales Results variable (Y) can be influenced by the Digital Marketing variable (X) by carrying out a linear regression analysis of 0.622.

The t test is used to test the influence of the independent variable on the dependent variable partially or individually. To test the results of regression calculations, hypothesis verification can be carried out to find out whether the independent variable has an influence or not on the dependent variable.

Table 11.t Test Results**Coefficients^a**

Model	Q	Sig.	Collinearity Statistics	
			Tolerance	VIF
(Constant)	3,244	,002		
Digital Marketing	5,842	,000	1,000	1,000

a. Dependent Variable: Sales Results

Source: Primary Data from SPSS V Management Results (2024)

From the table above, it can be seen that the Digital Marketing test results show a t value of 5,842 and t table is 1,290 where t count > t table, so H1 rejects H0, which means that digital marketing has a positive and significant effect on the sales results of traditional traders in the Pematangsiantar horas tax.

Table 12.Determination Test Results**Model Summary^b**

Model	R	R Square	Adjusted R Square
1	.512a	,262	,255

a. Predictors: (Constant), Digital Marketing

b. Dependent Variable: Sales Results

Source: Primary data processing results from SPSS version 22 (2024)

The coefficient of determination or r square value is 0.262, which means that variable X has 26.2% ability to translate variable Y and the remaining 73.8% is influenced by other variables not examined in this research.

Discussion

Based on the statistical test results, it can be clearly seen 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 variable is positive, meaning that the higher the influence of digital marketing, the higher the sales results of the influential traditional traders.

Testing of research variables was carried out using a questionnaire for each research variable. From the results of the validity test, it was found that all statement items for each variable were valid. The results of the reliability test found that all valid statement items for each research variable could be proven to be reliable. Because the questionnaire is valid and reliable, the research questionnaire is a reliable tool for measuring each research variable.

This is in accordance with research papers conducted by Gede Wisnu Saputra et al. (2020) in Denpasar City, Bali, entitled *The Influence of Digital Marketing, Word of Mouth, and Service Quality on Purchasing Decisions*. Based on the research results, there is a positive and significant influence between Digital Marketing on Purchasing Decisions at PT. Pegadaian (Persero) Denpasar Region VII Office. This means that the use of Digital Marketing can improve Purchasing Decisions. There is a positive and significant influence between Word of Mouth on Purchasing Decisions at PT. Pegadaian (Persero) Regional Office VII at PT. Pegadaian (Persero) Denpasar Region VII Office. This is Denpasar. This means that the use of Word of Mouth can improve Purchasing Decisions. There is a positive and significant influence between Service Quality on Purchasing Decisions, meaning that the use of better Service Quality can improve Purchasing Decisions.

4. CONCLUSION

This research statistically proves that there is a significant influence between variable X and variable Y. However, this fact has not been fully implemented in the Pematangsiantar horas tax. From the primary data obtained during the distribution of the questionnaire, reliability testing was carried out to determine that the respondents' answers to the statements were consistent and validity testing 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, the following conclusions can be drawn. The results of a simple linear regression test show that there is a positive influence between digital marketing on the sales results of traditional traders in the Pematangsiantar Horas Tax. The results of the Digital Marketing hypothesis test show that the calculated t value is 5,842 and the t table is equal to 1,290 where t count > t table then H1 rejects H0 which means that Digital Marketing (X) has a positive and significant effect on Sales Results (Y) of Traditional Traders in Horas Pematangsiantar Tax and the results of the determination test are 0.262 which means that variable X has an ability of 26, 2% translated variable Y and the remaining 73.8% was influenced by other variables not examined in this research. Based on the results of the research and discussion and conclusions outlined previously, the author puts forward several suggestions that can be used as input for traditional traders in the Pematangsiantar horas tax. Some of the suggestions put forward are as follows: Digital Marketing influences the sales results of traditional traders in the Pematangsiantar horas tax for It would be best for traders to switch to modern marketing using digital media provided that they continue to carry out traditional marketing and sales in order to increase sales results. Traders must be able to maximize the benefits of digital developments and see market opportunities in this digital era so they can compete with their competitors and for other parties who wish to research further, the results of this research can be used as a reference for future researchers. Using different research objects and considering other variables to compare one research method with another

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