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Analysis of the Influence of Digital Marketing on Increasing MSME Sales in Bima City

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Abstract

This Study aims to analyze the influence of digital marketing on increasing sales UMKM at Bima City by focusing various elemens of digital marketing. The research method used quantitative research with an associative approarch which is a study that aims to determine the relatioship between two or more variables. The sample of research used purposive sampling with a sample of 120 UMKM in Bima City with 2 criteria: 1) UMKM bisnis in Bima City, 2) maximum assets of 100 million. Data were analyzed using SPSS 25 with data quality test methods, classical assumption test and determinant coefficients.

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1. INTRODUCTION

Recently, the development of information technology has brought significant changes in various aspects of business. One of the positive impacts of this digital transformation is the emergence of new strategies that utilize social media not only as a tool for daily communication, but have developed into an effective and efficient digital marketing platform to introduce and market the products and services produced to increase sales. In addition to social media, online shopping media, such as *marketplaces.* It is also a crucial tool in supporting the marketing of products and services. This certainly makes it easier for sellers to reach a wider market and attract more buyers because it makes it easier for consumers to shop online without having to leave the house or go to a store. This is an effort to achieve the expected product sales level and can provide significant profits for the company (Lestari et al., 2022).

This phenomenon presents both a challenge and a strategic opportunity for business actors, particularly Micro, Small, and Medium Enterprises (MSMEs), to compete and reach global markets. MSMEs contribute as one of the main drivers of the national economy (Simawartin Putri & Thohiri, 2025). A large portion of the population earns a living from small business activities, both in the traditional and modern sectors (Panjaitan et al., 2025). Therefore, MSMEs must be able to identify opportunities in running their businesses and conduct research on consumer needs and desires. Today, the shift in people's consumption patterns towards digital requires MSMEs to not only rely on conventional or offline sales but also utilize digital technology. With digital technology capabilities, MSMEs will find it easier to conduct consumer needs research or market research (Suyanto et al., 2025). Therefore, MSMEs must be able to utilize digital media as best as possible and make it a strategy to market their products, so that consumers are more familiar with MSME products, and ultimately increase sales.

However, many MSMEs in Indonesia, particularly in Bima City, are still not utilizing their marketing strategies optimally. This is due to a lack of comprehensive understanding of digital marketing and a lack of skills in managing social media platforms and marketplaces. Therefore, it is important to thoroughly examine how appropriate digital marketing implementation can increase sales for MSMEs in Bima City.

Research on the role of digital marketing in increasing MSME sales can be seen in studies conducted by Andiana & Sayut (2025) and Ekawati & Andarwati (2021), which state that digital marketing significantly influences MSME sales volume. This contrasts with research conducted by Rusdi et al. (2023), which found that digital marketing, such as social media, e-commerce, and websites, had no significant impact on MSME performance.

This study aims to analyze the influence of digital marketing on increasing sales of MSMEs in Bima City, focusing on various digital marketing elements implemented. The results are expected to provide tangible contributions, both theoretically in the development of digital marketing management science and practically for MSMEs and local governments in formulating MSME empowerment programs to increase competitiveness and encourage sustainable economic growth.

2. METHOD

The research used a quantitative approach with an associative approach, which aims to determine the relationship between two or more variables (Sugiyono, 2019). The researcher wanted to determine the relationship between social media and marketplaces (independent variables) and increased sales (dependent variable) in MSMEs in Bima City.

This research comes from primary data using a questionnaire data collection method distributed through *google form* and field surveys using a 5 (four) point Likert scale measurement technique, namely (5) strongly agree, (4) agree, (3) less agree, (2) disagree, and (1) strongly disagree. The indicators used include: social media variables (*WhatsApp, Instagram, Facebook,* and *TikTok*), *e-commerce* (Tokopedia, Shopee, Bukalapak, and Lazada), as well as business performance variables, including financial (sales and profit) and non-financial (consumers, services, and production targets).

The population in this study was all 23,923 MSMEs in Bima City. The sampling method used was purposive sampling with the following criteria: 1) business actors are MSMEs located in Bima City, 2) Maximum Assets of 100 million. Data were analyzed using SPSS 25 with several test methods, including data quality testing (validity and reliability), classical assumption testing (normality and multicollinearity), multiple linear regression analysis, and hypothesis testing (partial) and determinant coefficients. The number of samples was determined based on the theory explained by Hair et al. (2014). The theory states that determining a minimum representative sample can be calculated by multiplying the number of indicators by 5 to 10. Based on this theory, the number of samples is:

Sample = Number of Indicators x 10
= 12 x 10
= 120 Respondents

3. RESULTS AND DISCUSSION (12 PT)

The variables in this study include social media variables (X1), *marketplace*(X2), and are suspected of affecting increasing sales (Y), which is tested for data quality to see the validity and reliability of the indicators for each variable, as shown in Table 1 below:

Validity Test

Validity is a parameter measured by the level of significance of the bivariate correlation estimate or the calculated R of the correlation (Ghozali, 2011). The results of the validity test are presented in the following table:

Table 1 Validity Test

Variables	Indicator	R count	R table	Conclusion
X1 social media	X1.1	0,798	0.1793	Valid
	X1.2	0,705	0.1793	Valid
	X1.3	0,754	0.1793	Valid
	X1.4	0,540	0.1793	Valid
X2 Marketplaces	X2.1	0,713	0.1793	Valid
	X2.2	0,745	0.1793	Valid
	X2.3	0,738	0.1793	Valid
	X2.4	0,697	0.1793	Valid
	X2.5	0,663	0.1793	Valid
Y Increase in Sales	Y.1	0,539	0.1793	Valid
	Y.2	0,737	0.1793	Valid
	Y.3	0,616	0.1793	Valid
	Y.4	0,754	0.1793	Valid
	Y.5	0,805	0.1793	Valid
	Y.6	0,777	0.1793	Valid

Source: Primary data processed by SPSS 25 2025

Table 1 shows that all research instruments have a calculated r estimate for all question indicators higher than the t-table value, namely 0.179, so it can be concluded that all question items in this study have met the validity test criteria.

Reliability Test

Reliability is the suitability of a measurement used in (Hair et al., 2014). Internal consistency reliability assesses how well an indicator measures its latent variable. Internal consistency reliability can be measured using the composite reliability value and Cronbach's alpha value. The estimated Cronbach's alpha is >0.60 (Sholihin & Ratmono, 2020). Reliability test. The results of the internal consistency reliability test are:

Table 2

No	Variables	Number of items	Cronbach's alpha	Information
1	Social media	4	0,655	Reliable
2	Marketplace	5	0,756	Reliable
3	Sales Increase	6	0,800	Reliable

Source: Primary data processed by SPSS 25 2025

Table 2 reflects Cronbach's alpha values for all variables > 0.6. This indicates that all variables in this study have met the reliability testing criteria.

Normality Test

Normality testing is used in regression models to determine whether variables are normally distributed, indicating that regression modeling can be called normal (Ghozali, 2016). Various studies use asymptotic equations to test whether data is normal, but these equations have various shortcomings that can cause data to be non-normal. Therefore, in the normality test, Monte Carlo P-values were used in this study because they were appropriate for the number of respondents (Mehta & Patel, 2010). The results of the normality test are presented as follows:

Table 3 Normality Test

			Unstandardized Residual
N			120
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.53355267
Most Extreme Differences	Absolute		.113
	Positive		.094
	Negative		-.113
Test Statistic			.113
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Say.		.085[d]
	99% Confidence Interval	Lower Bound	.078
		Upper Bound	.092

Source: Primary data processed by SPSS 25 2025

Table 3 above shows that the Monte Carlo estimate is 0.085, meaning >0.05. Therefore, the regression model is distributed with, thus fulfilling the normality assumption for the MSME sales increase variable (Y).

Multicollinearity Test

The purpose of multicollinearity testing is to identify the relationship between independent variables in a regression model. The results of the multicollinearity test are shown in the following table:

Table 4 Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Social media	.671	1.490
Marketplace	.671	1.490

Source: Primary data processed by SPSS 25 2025

Table 4 shows that all independent variables have a tolerance estimate of ≥ 0.10 and a variance inflation factor (VIF) of ≤ 10. So it can be seen that in this study, there are no multicollinearity problems in the regression modeling of the MSME sales increase variable (Y).

Multiple Linear Regression Analysis Test Results

This analysis is used to analyze how high the impact of the independent variables is, namely social media and *marketplace, is* on increasing sales of MSMEs in Bima City. Multiple linear regression analysis shows the following results:

Calculate T-Test

Table 5: T-Test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
(Constant)	4.683	1.051		4.456	.000
Social media	.748	.243	.687	3.077	.003
Market Place	.207	.249	.186	.834	.406

Source: Primary data processed by SPSS 25 2025

Based on the results of the hypothesis testing above, it is known that the p-value on the social media variable is 0.003 < 0.05. The calculated t value is 3.077 > the t table value of 1.980. So it can be concluded that H0 is rejected and H1 is accepted, which means that social media has a positive and significant effect on increasing sales of MSMEs in Bima City.

H1 is accepted due to the increasing number of Micro, Small, and Medium Enterprises (MSMEs) in Bima City utilizing social media as a product promotion medium. The use of social media as a marketing tool makes it easier for MSMEs to introduce their products to the public more widely and efficiently without being limited by space and time. Through social media, MSMEs can convey product information, display product visuals, and interact directly with consumers, thereby increasing public appeal and trust. In addition, the high level of social media usage in Bima City also supports the effectiveness of MSME product promotion. Thus, the more intensive the use of social media as a promotional medium, the higher the level of public recognition of MSME products, thus supporting the acceptance of H1 in this study.

The above statement is also supported by research (Agus Suyanto et al., 2025), which states that social media plays a crucial role in helping businesses increase brand awareness, build direct communication and interaction with consumers, and design more creative and innovative promotional strategies through the use of digital content. For MSMEs, platforms such as *TikTok, Facebook*, and *Instagram* become a relatively affordable but quite effective marketing tool to introduce products to the wider community, display customer testimonials or reviews, and implement marketing strategies through a good approach, *soft selling,* and *hard selling*.

Based on the results of the hypothesis testing, the p-value is known for the Marketplace variables. The effect of the increase in sales is 0.406, so it is > 0.05. The calculated t-value is 0.834, which is smaller than the t-table value of 1.980. Therefore, it can be concluded that H0 is accepted and H1 is rejected, which means the *marketplace* does not have a positive and significant effect on increasing sales of MSMEs in Bima City.

The rejection of the H2 hypothesis was due to the use of marketplaces. The use of marketplaces by Micro, Small, and Medium Enterprises (MSMEs) in Bima City is still relatively low, with only a small proportion using marketplaces as a means of promotion and product purchase transactions. Most MSMEs still focus more on using social media as a promotional tool without balancing it with the use of digital platforms in the *marketplace.* In fact, the use of social media as a promotional tool will be more effective if supported by a marketplace that facilitates consumer transactions. Limited understanding, ability, and readiness of MSMEs in managing marketplaces are among the factors contributing to the low utilization of these platforms, resulting in an insignificant impact of the *marketplace* on increasing the promotion and sales of MSME products in Bima City and causing the H2 hypothesis to be rejected. The results of this study are in line with research (Rusdi et al, 2023), which shows that *marketplace* does not affect the performance of MSMEs, but is inversely proportional to research (Ekawati & Andarwati, 2021), which shows that *marketplace* has a positive and significant effect on increasing sales volume.

Uji F

Table 6 F Test Results

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	800.463	2	400.231	167.322	.000[b]
	Residual	279.862	117	2.392		
	Total	1080.325	119			

Source: Primary data processed by SPSS 25 2025

Through testing Table 6 above, it is explained that the calculated F > F table 167.322 > 3.073 and the significance is 0.000 < 0.05, this shows that the independent variables of social media and *marketplace* jointly influence the dependent variable (increased MSME sales), it can be seen that Ho is rejected and Ha is accepted. This is because all variables have a simultaneous impact on the variable of increasing MSME sales in Bima City.

Coefficient of Determination (R^2) Test

The coefficient of determination indicates the extent to which the independent variable explains the variance of the dependent variable. A small R2 estimate, approaching 0, indicates that the independent variable is very weak in describing the dependent variable. However, a large R2 estimate indicates that the independent variable can fully describe the dependent variable. The results of the determination test are:

Table 7: Test of Determination Coefficient

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.870[a]	.757	.753	1.775

Source: Primary data processed by SPSS 25 2025

Table 7 shows the R-Square estimate for the preference variable above 0.757. This value is included in the moderate category, meaning that the variance of the sales increase variable can be explained by the variance of social media and marketplaces by 75.7%, and 24.3% of the variance in MSME sales increases is influenced by other variables outside the model in this study.

4. CONCLUSION

Based on the results of the research analysis, it can be concluded that variable X1, namely social media, has a positive effect on increasing sales of Micro, Small, and Medium Enterprises (MSMEs) in Bima City. This indicates that the use of social media as a promotional tool has been widely used by MSMEs, thus expanding their marketing reach, increasing product visibility, and driving increased sales. Conversely, variable X2, namely *marketplace*, did not have a positive effect on increasing MSME sales in Bima City. This condition is caused by the still low level of utilization of the *marketplace* by MSME actors, so that the role of the *marketplace* as a promotional media and transaction facility has not been running optimally in supporting increased sales of MSMEs.

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