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The Effect of Digital Marketing on Increasing Sales Volume of Msmes In Makassar City

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Article Info	ABSTRACT
	Marketing is any system or association that facilitates the market. Transactions that seek to satisfy human wants and desires are at the heart of marketing. Population used in This research is about micro, small and medium enterprises who use digital marketing in their marketing. The sample in this study was 73 respondents taken from several sub-districts in the city of Makassar. The data collection technique is by distributing questionnaires and documentation and validity and reliability testing has been carried out. And the data analysis techniques used are the heteroscedasticity test, simple linear regression analysis, and the T test with the help of SPSS Version 26 software. The results of the t test data analysis show a significant value for the influence of digital marketing (X) on sales volume (Y), where t calculated as $5.855 >$ t table value, namely 2.378. This matter shows that digital marketing variables has a positive influence on increasing the sales volume of MSMEs in Makassar City.

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1. INTRODUCTION

Technology in this modern era is really developing rapidly, continuing to give us all various conveniences in an effort to obtain several types of information that we desire and in transferring processed to delete data that we send to anyone, whenever and wherever we are with the help of ict.

According to Chafey (2002), digital marketing is the application of digital technology to organize online channels for markets (websites, email, databases, digital TV and through various other recent innovations, including blogs, feeds, podcasts and social networks). that contributes to marketing activities with the aim of generating profits and retaining customers throughout the customer lifecycle by recognizing the value of digital technology and aligning these reaction strategies to increase consumer awareness of the business, consumer behavior and value, then conveying the message through planning and management processes and activities targeted online-based communications and services.

Promotional activities not only function as a communication tool between businesses and individuals, but also as a tool to influence consumers in purchasing or using services according to their desires and needs (Lupiyoadi, 2014).

MSMEs are said to be a sector that is present as a solution to the appropriate fiscal system and plays a role in Indonesia's economic development. Micro, Small and Light Industry or MSMEs is one of the industrial sectors that is not affected by the world crisis. Economic growth slowed as a result of the financial crisis. The basis for slow economic growth is not only due to problems in the monetary and financial sectors, but also due to the intrinsic inadequacy of existing markets in dealing with domestic and world turmoil.

The Makassar, South Sulawesi and Makassar business districts provide some expensive real estate that can complement the growth of small companies (SMEs) in a number of Entrepreneurial areas. Judging from their right to have the opportunity to establish cooperative corporations and MSMEs, South Sulawesi Regional Regulation Number 17 of 2019 concerning the Empowerment of Cooperatives and MSMEs. There were 2,683 SMEs operating in various areas of Makassar City in 2018. Makassar had the lowest poverty rate among the 24 districts in South Sulawesi in 2019, according to data from the Central Statistics Agency (BPS). This should

motive the Makassar City Government to maximize the quality of cooperatives and achieve people's economic welfare.

2. METHODOLOGY

Research uses a quantitative approach method. An analysis by conducting research on a population of 2683 with a margin of error of 10% So a sample of 73 MSMEs was obtained which was determined using the Slovin formula. The Slovin formula is installed in the analysis method. Observing or identifying an object or discussing findings is the aim of the method used in this research, which involves a descriptive approach. Regarding data collected through questionnaires distributed to MSMEs in Makassar City.

3. RESULTS AND DISCUSSION

Simple linear regression analysis aims to find out whether the Digital Marketing variable (X) has an effect on the sales volume variable (Y). By using SPSS, the following results can be obtained:

Table 1. Simple Linear Regression Analysis Test Results

Coefficients [a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	8,808	1,342		6,565	,000
DIGITAL MARKETING	,317	,054	,571	5,855	,000

a. Dependent Variable: INCREASING UMKM SALES VOLUME IN MAKASSAR CITY

The results of simple linear regression analysis are obtained as follows:

Y = a + bX

Y = 8.808 + 0.317

The simple linear regression results above show the relationship between the independent variable and the dependent variable, from this equation it can be concluded that: 1) The constant value of 8.808 is a constant value or a situation where sales volume has not been influenced by other variables, namely variable (X). If the independent variable does not exist then the sales volume variable does not change. 2) Digital Marketing regression coefficient (X) is 0.317, indicating that the Digital Marketing variable has a positive influence on sales volume, which means that every 1 unit increase in the Digital Marketing variable will affect sales volume by 0.317.

Based on the results of research that has been conducted regarding the influence of Digital Marketing on increasing the sales volume of micro, small and medium enterprises in the city of Makassar using data collection techniques using questionnaires for 73 MSME respondents who use Digital Marketing , based on the data processing results in table 1 using SPSS 26 which states that the Digital Marketing variable has a significant influence on increasing the sales volume of micro, small and medium enterprises in Makassar City.

Based on the results of the data validity test, the results obtained from a total of 6 indicators for assessing the Digital Marketing variable , all the data obtained were declared valid, the Digital Marketing variable was strongly influenced by the sixth assessment indicator, namely the product description that was informed to consumers in accordance with the actual product, which means by providing an overview actual products to consumers can increase the sales volume of MSMEs. Meanwhile, based on the results of the reliability test, the comparison results between Cronbach alpha were 0.808, which was greater than the significance value of 0.60, which means that the Digital Marketing variable was declared reliable. From the results of the partial t test, the Coefficient for the Digital Marketing variable was obtained with a significance comparison value of 0.000 <0.1 and a calculated t value of 5.855> t table of 2.378. Based on the results of this comparison, it shows that Digital Marketing has a positive and significant influence on sales volume.

Based on the results of the data validity test, the results obtained from a total of 4 indicators for assessing the sales volume variable, all the data obtained were declared valid, namely the fourth assessment was disseminating the product, which means that disseminating the product in the community can increase the sales volume of MSMEs in Makassar City. From the reliability test, the comparison between Cronbach's alpha was 0.703, which was greater than the significance of 0.60. Based on the results of this comparison, the results showed that the sales volume variable data was reliable. Furthermore, the results of the partial t test obtained a Coefficient significance value of 0.000 < 0.1 and a comparison of t count > t table of 2.378, based on this comparison, it shows that the Digital Marketing variable has a positive and significant effect on the sales volume variable.

Digital Marketing regression coefficient (X) value is 0.317, indicating that the Digital Marketing variable has a positive influence on the sales volume of MSMEs in Makassar City, which means that every 1 unit increase in the Digital Marketing variable will affect sales volume. of 0.317.

The results of this research have a significant positive effect between Digital Marketing and sales volume, this is because information regarding products and services provided by MSMEs is easily accessible to consumers, so that the interaction and communication that occurs between MSMEs and customers is quite good and the information provided by the perpetrators What MSMEs provide about products gives consumers pleasure because the information provided does not contain any elements of fraud because the description of the product that MSME actors provide is in accordance with the actual product.

The research results also show that the prices given by MSMEs are cheaper, conveying products to the market also influences the level of MSME sales. The products provided to consumers are of good quality and can compete with similar competitors so that by disseminating the products in the community we can increase sales volume for micro, small and medium businesses in Makassar City.

This is also supported by researcher Nurdelila (2021), entitled (The Influence of the Digital Marketing System on Increasing Sales Volume of the Rimba Nusantara Cooperative (Agrina) Parsalakan Village, West Angkola District, South Tapanuli Regency), the results of which show that the independent variable is the Digital Marketing system (X) has a positive and significant effect on increasing sales volume (Y).

4.   CONCLUSION

Based on the results of the research, the author concludes that Digital Marketing has a positive influence on the sales volume of MSMEs in Makassar City. This can be proven from the results of the t test, it is known that the t test shows a significant value for the influence of Digital Marketing (X) on sales volume (Y), and the calculated t value is 5.855> the t table value, namely 2.378. This shows that there is a positive and significant influence between Digital Marketing and Sales Volume.

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