THE EFFECT OF DIGITAL MARKETING STRATEGY ON INCREASING SALES AT PT JAKARTA ENERGI LOGISTIK

Metya Lutviani\textsuperscript{1,} Ihsanul Haqqi\textsuperscript{2}

\textsuperscript{1,2}Administrasi Bisnis, Politeknik LP3I Jakarta, Indonesia

Email: nurqolinmetya@gmail.com\textsuperscript{1}, ihsanhaqqi22@gmail.com\textsuperscript{2}

ABSTRACT
This research has the title Effect of Digital Marketing Strategy on Increasing Sales at PT Jakarta Energi Logistik. The research was conducted because digital marketing has shown very fast growth in the Covid 19 era. The growth in the sales value of online businesses in Indonesia is increasing every year. The problem in this study focuses on whether the digital marketing strategy has an effect on increasing sales at PT Jakarta Energi Logistik and how much influence the digital marketing strategy has on increasing sales at PT Jakarta Energi Logistik. This study aims to examine and analyze the influence of digital marketing strategies and increased sales of PT Jakarta Energi Logistik. The research method uses descriptive quantitative, data collection techniques through questionnaires. The population and research sample are 30 respondents, the sampling method uses saturated sampling. The results of this study indicate that the digital marketing strategy variable has a significant effect on increasing sales at PT Jakarta Energi Logistik. There are as many as 62.3% influenced by social media on sales volume.

Keywords: Digital Marketing, Strategy and Sales Increase

1. INTRODUCTION
The development of technology and information is currently running very fast so companies are required to have a strategy in utilizing technology and information in their marketing activities. According to Rangaswami & Gupta (2000) in El Junusi (2020:17), business actors may hope that sales will only recover as consumption increases after the pandemic has passed. However, this pandemic has had an impact on the culture of places, consumer culture and has had an impact on changing market structures. The pandemic has also affected digital transformation in terms of consumer behavior and how businesses can adapt to digital marketing. Consumer insights during the pandemic show that the market is turning to digital marketing, in addition to relatively low costs and no need for special skills in initial initiation. The rise of online transactions provides new opportunities for post-covid-19 marketing success. In the digital era, the transformation of communication channels is a challenge for all industries, especially the communications and marketing industries. The use of technology has made it easier for companies to carry out marketing activities. Especially in promoting or advertising the products and services offered, which is often called digital marketing. Digital marketing is a technique of advertising or promoting goods or services offered through digital media. Digital marketing will connect interactions between producers, market intermediaries, and consumers. Digital marketing also has many advantages, one of which is that it is more effective in reaching consumers.

In this case the researchers conducted research on PT Jakarta Energi Logistik because PT. Jakarta Energi Logistik uses digital marketing strategies to increase sales by utilizing social media such as Facebook, Instagram and websites. By using content and strategies related to the target consumers of the company. PT Jakarta Energi Logistik is a new company in the world of digital marketing but the company has managed to gain the trust of clients and has collaborated with several large vendors. So that PT Jakarta Energi Logistik is able to compete with similar companies.

PT Jakarta Energi Logistik is currently using a digital marketing strategy in an effort to increase sales, PT Jakarta Energi Logistik uses digital media to market the services it offers. One of the media used is Instagram, Youtube and Web Marketing, in marketing services. Based on this background, the authors are interested in raising the research title "The Influence of Digital Marketing Strategy on Increasing Sales at PT Jakarta Energi Logistik".

2. LITERATURE REVIEW

Definition of Digital Marketing
According to Mandal & Joshi (2017: 5428) Digital Marketing is one of the marketing media that is currently in great demand by the public and companies in supporting various activities carried out, especially for companies
that want to market a product or service with a very wide range. In today's digital world, of all modern marketing, and social media is the most used, interactive and vital tool. Every effective marketing activity will incorporate it into its strategy.

**Definition of Sales**

According to Physical (2019:72), "Sales is a business or concrete step taken to move a product, whether it is goods or services, from producers to consumers as the target. The main purpose of sales is to bring profit or profit from the products or goods produced by the producers with good management. In practice, sales themselves cannot be carried out without actors working in them such as agents, traders and marketing personnel.

**RESEARCH METHODS**

**Types and Sources of Research Data**

This research uses quantitative research methods. Quantitative research according to Sugiyono (2017: 8) can be interpreted as a research method used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing the hypothesis that has been established.

Sources of data from this study consisted of two sources, namely primary data and secondary data. Primary data were obtained from questionnaires given to people who had never used services at the company, who were research respondents while secondary data were obtained from reference books and journals as a reference.

**Place and Time of Research**

This research is intended to provide a clearer and more complete picture of information that will make it easier for researchers to conduct research. research location at PT Jakarta Energi Logistik which is located on Jl. Utan Teak KDE 01, Pegadungan, Kec. Kalideres, City of West Jakarta, Special Capital Region of Jakarta 11830. This research was conducted from January to March 2023

**Operationalization of Research Variables**

The research variables consist of independent variables (Independent), dependent variables (Dependent). According to Sugiyono (2017: 39) independent variables are variables that affect or cause changes or the emergence of dependent (bound) variables. In this study there is one variable that becomes independent, namely Digital Marketing Strategy (X1). Then Increase in Sales (Y) as the dependent variable (Dependent). In addition, the operationalization of variables is useful so that this research remains in accordance with the existing context of the research variables. In more detail the operationalization of the variables in this study:

**Table 3.1 Digital Marketing Strategy Indicators**

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Indikator</th>
<th>Skala</th>
<th>No Butir</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing (X)</td>
<td>Aksesibilitas</td>
<td>Likert</td>
<td>1-2</td>
</tr>
<tr>
<td></td>
<td>Konten Pemasaran</td>
<td></td>
<td>3-4</td>
</tr>
<tr>
<td></td>
<td>Sumber Informasi</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Media Sosial</td>
<td></td>
<td>6-7</td>
</tr>
</tbody>
</table>

Source: Adrian & Mulyandi (2021: 217-218)

**Table 3.2 Sales Increase Indicators**

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Indikator</th>
<th>Skala</th>
<th>No Butir</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peningkatan Penjualan (Y)</td>
<td>Harga</td>
<td>Likert</td>
<td>8-9</td>
</tr>
<tr>
<td></td>
<td>Persaingan</td>
<td></td>
<td>10-11</td>
</tr>
<tr>
<td></td>
<td>Biaya</td>
<td></td>
<td>12-13</td>
</tr>
<tr>
<td></td>
<td>Permintaan</td>
<td></td>
<td>14</td>
</tr>
</tbody>
</table>


Population

The population in this study are people who have and have never used the services of PT Jakarta Energi Logistik, totaling 30 people. This population was chosen to find out the extent of the digital marketing strategy that has been implemented by PT Jakarta Energi Logistik.

Sample

The sampling process in this study was carried out using the saturated sample method. Sampling technique is saturated when all members of the population are used as samples.

Data collection technique

To obtain data in research, many methods are used, including: observation, document analysis, questionnaires and others, but you can also use one or a combination of various methods. In terms of data collection, researchers went directly to the field to obtain valid data. As for data collection, several data collection techniques were used in this study, namely:

Questionnaire

The questionnaire in this study contained a list of questions that were sampled in this study. The questionnaire contains questions that have been structured and then the respondents will be asked to fill in the answers in the list of questionnaire questions.

Table 3.3 Alternative answers to the questionnaire score

<table>
<thead>
<tr>
<th>Alternatif Jawaban</th>
<th>Skor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sangat Setuju</td>
<td>5</td>
</tr>
<tr>
<td>Setuju</td>
<td>4</td>
</tr>
<tr>
<td>Netral</td>
<td>3</td>
</tr>
<tr>
<td>Tidak Setuju</td>
<td>2</td>
</tr>
<tr>
<td>Sangat Tidak Setuju</td>
<td>1</td>
</tr>
</tbody>
</table>

Observation

This direct observation was carried out by researchers to maximize data collection regarding the digital marketing strategy implemented by PT Jakarta Energi Logistik in increasing sales.

Documentation

Documentation study is a data collection technique in the form of written materials, notes, important papers and others to complement the data obtained from interviews related to research. In this research, the documentation is in the form of photographs, writings, archives and others. In this study, the documentation method was obtained from the archives of goods delivery and procurement activities at PT Jakarta Energi Logistik.

Data Analysis Techniques

Simple Linear Regression Analysis

According to Ningsih and Dukalang (2019: 46) Simple linear regression is a regression model that is used to describe the relationship between the independent variables and the dependent variable. The general form of a simple linear regression equation is as follows:

\[
n = \frac{N}{1 + Ne^2}
\]

Information:
- \(n\) is the Number of Samples
- \(N\) is Total Population
- \(e\) is the Error Value (7%)

In Simple Linear Regression consists of a Determination Test

Test of Determination

The coefficient of determination (adjusted \(R^2\)) measures how far the model's ability to explain the variation of the dependent variable with a value between zero to one (0<\(R^2<1\)). The small adjusted \(R^2\) value means that the...
ability of the independent variables to explain the variation in the dependent variable is very limited. Values close to one indicate that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2018:97).

Classical Assumption Test
The data analysis used is quantitative data analysis, carried out in several steps, namely the Validity Test, Reliability Test and Normality Test.

Validity Test
According to Sugiyono (2017: 125) it shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. This validity test is carried out to measure whether the data that has been obtained after the research is valid data or not, using the measuring instrument used (questionnaire). The validity test was carried out on 30 respondents.

Reliability Test
Reliability measurement in this study was carried out by On Shot or just one measurement. Here the measurement is only once and then the results are compared with other questions or measure the correlation between the answers to questions. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60.

Normality Test
The Normality Test is useful for determining the data that has been collected is normally distributed or taken from the normal population. The classic method of testing the normality of data is not that complicated. Based on the empirical experience of several statisticians, data with more than 30 digits (n>30) can be assumed to be normally distributed.

Test t
This test was conducted to see the level of significance of the independent variables affecting the dependent variable individually or individually. This test is carried out partially or independently, using a statistical t test for each independent variable, with a certain level of confidence Bawono (2006) in Susilowati (2019: 91-92).

3. RESULTS AND DISCUSSION
Research Results and Discussion
Test Instrument
Validity Test
According to Sugiyono (2017: 102), "instrument test is a measurement of natural and social phenomena using an observed measuring instrument." In the instrument test, there are two tests, namely the validity test and the reliability test. The following is an explanation of the two tests:

Table 4.2: Validity Test Results

<table>
<thead>
<tr>
<th>NO</th>
<th>Butir Pertanyaan</th>
<th>rHitung</th>
<th>rTabel</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>P1</td>
<td>0.619</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>2</td>
<td>P2</td>
<td>0.552</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>3</td>
<td>P3</td>
<td>0.609</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>4</td>
<td>P4</td>
<td>0.643</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>5</td>
<td>P5</td>
<td>0.715</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>6</td>
<td>P6</td>
<td>0.884</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>7</td>
<td>P7</td>
<td>0.553</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>8</td>
<td>P8</td>
<td>0.884</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>9</td>
<td>P9</td>
<td>0.744</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>10</td>
<td>P10</td>
<td>0.784</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>11</td>
<td>P11</td>
<td>0.818</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>12</td>
<td>P12</td>
<td>0.665</td>
<td>0.361</td>
<td>VALID</td>
</tr>
<tr>
<td>13</td>
<td>P13</td>
<td>0.793</td>
<td>0.361</td>
<td>VALID</td>
</tr>
</tbody>
</table>
Processed results using IBM SPSS Statistics 26

Table 4.2 shows that all the questions on the Digital Marketing Strategy and Sales Increase variables are stated to be valid. This is evidenced by the obtained value of the correlation coefficient (r count) > 0.361. The value of 0.361 is obtained from the value of r table with N = 30

Reliability Test.

<table>
<thead>
<tr>
<th>NO</th>
<th>Variabel</th>
<th>Cronbach’s Alpha</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strategi Digital Marketing</td>
<td>0.907</td>
<td>Reliabel</td>
</tr>
<tr>
<td>2</td>
<td>Peningkatan Penjualan</td>
<td>0.887</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>

Results of data processing using IBM SPSS Statistics 26

Based on table data 4.3, it can be concluded that all Cronbach’s alpha variable values for digital marketing strategy and increased sales are greater than 0.6 so that they can be declared reliable. Thus the reliability test results are declared reliable because X 0.907 > 0.6 and Y variable 0.887 > 0.6

Classical Assumption Test

Normality test

To detect normality is to look at the spread of data (points) on the diagonal axis on the graph. The basis for decision making is

a. If the data spreads around the diagonal line and follows the direction of the diagonal, then the regression model satisfies the assumption of normality.

b. If the data spreads away from the diagonal line and or does not follow the direction of the diagonal line, then the regression model does not meet the normality assumption.

The following is a graph for detecting the normality test:

![Histogram Normality](image)

Simple Linear Regression Test

The regression equation is used to examine the relationship between a dependent variable and several independent variables.

Simple Linear Regression test results in table 4.4
Based on the results of testing the individual parameters presented in the figure above, a regression equation model can be developed:

1) \( Y = \alpha + \beta x + e \)
\[ = 3.849 + 0.977x + e \]
A constant of 3.849 means that if the X value (digital marketing strategy) is zero then the Y value is 3.849.

2) \( Y = \alpha + \beta x + e \)
\[ = 3.849 + 0.977x + e \]
The regression coefficient X (digital marketing strategy) is 0.977 meaning that if every X increases by one (digital marketing strategy) then the Y value (increase in sales) will increase by 0.977.

**Hypothesis Test**

**T test**

For testing with the T test can be done with the following criteria:

a. If \( T_{count} < T_{table} \) then \( H_0 \) is accepted, this means that there is no effect of the digital marketing strategy on increasing sales at PT Jakarta Energi Logistik.

b. If \( T_{count} > T_{table} \) then \( H_0 \) is rejected \( H_1 \) is accepted, this means that there is an influence of digital marketing strategies on increasing sales at PT Jakarta Energi Logistik.

**T test results in table 4.5**

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.849</td>
<td>3.711</td>
<td>1.037</td>
<td>.309</td>
</tr>
<tr>
<td></td>
<td>Strategi Digital Marketing</td>
<td>.977</td>
<td>.144</td>
<td>.789</td>
<td>6.803</td>
</tr>
</tbody>
</table>

**Results of data processing using IBM SPSS Statistics 26**

Effect of digital marketing strategy on increasing sales of PT Jakarta Energi Logistik. In the Coefficients model 1 column there is a sig value of 0.000. sig. value smaller than the probability of 0.05 or 0.000 < 0.05, then the effect of the digital marketing strategy variable is significant on increasing sales of PT Jakarta Energi Logistik. The digital marketing strategy variable has a \( T_{count} \) of 6,803 with a \( T_{table} \) of 2,048. So \( T_{count} > T_{table} \) or 6,803 > 2,048, it can be concluded that \( H_0 \) is rejected, \( H_1 \) is accepted, which means that the digital marketing strategy variable has an influence on increasing sales of PT Jakarta Energi Logistik. This means that the digital marketing strategy has a significant effect on increasing PT Jakarta Energi Logistik's sales.
**Determination Test (R2)**

The coefficient of determination is carried out to find out X on Y. The coefficient of determination is between 0 and 1, the closer to 1 the value of the coefficient of determination, the stronger the influence of X on Y. Conversely, the closer to 0 the value of the coefficient of determination, the weaker the influence of X on Y.

Determination test results (R2) in table 4.6

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.789*</td>
<td>.623</td>
<td>.610</td>
<td>2.53339</td>
</tr>
</tbody>
</table>

Results of data processing using IBM SPSS Statistics 26

From the table it can also be seen that R square = 0.789. This shows that the influence of X is very strong, this means that the variable X (digital marketing strategy) has a very strong effect on Y (increased sales of PT Jakarta Energi Logistik) by 62.3%. While the remaining 37.3% is influenced by other factors not examined in this study.

**4. CONCLUSION**

Based on the instrument test, it shows that all the questions on the Digital Marketing Strategy and Increasing Sales variable are declared valid. This is evidenced by the obtained value of the correlation coefficient (rcount)> 0.361. The value of 0.361 is obtained from the rtable value with N = 30. This is supported by the value of Cronbach’s alpha variable digital marketing strategy and an increase in sales greater than 0.6 so that it can be declared reliable. Thus the reliability test results are declared reliable because X 0.907> 0.6 and Y variable 0.887> 0.6. From the results of testing the research hypothesis, there is a partial positive and significant effect between the independent variable (Digital Marketing Strategy) and the dependent variable (Increased Sales) at PT Jakarta Energi Logistik. This is evidenced by the value on the results of the T test which shows that tcount 6.803 > ttable 2.048 and sig. 0.000 <α 0.05. So it can be concluded that H0 is rejected, H1 is accepted, which means that the digital marketing strategy variable has an influence on increasing sales of PT Jakarta Energi Logistik. This is also supported from the table R square = 0.789. This shows that the influence of X is very strong, this means that the variable X (digital marketing strategy) has a very strong effect on Y (increased sales) of 62.3%.

**Suggestion**

a. It is suggested to the company to further improve marketing through a digital marketing strategy. By developing marketing content, accessibility and social media so that customers can easily get information about PT Jakarta Energi Logistik

b. In terms of increasing sales, PT Jakarta Energi Logistik is expected to pay more attention to several aspects including Price, Competition, Cost and Demand. So that PT Jakarta Energi Logistik can increase sales according to the desired target.

c. As a supporter in the digital marketing strategy, PT Jakarta Energi Logistik should add some media as a tool to promote the services offered. Such as through the Tiktok application, Facebook, digital advertising to make it easier for the public to find and access information about PT Jakarta Energi Logistik.

**REFERENCE**


