



ANALYSIS OF DIGITAL MARKETING STRATEGY ON SALES IMPROVEMENT AT TEMAN SEJARII ACCESSORIES BUSINESS

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Abstract

This study aims to analyze the influence of digital marketing strategy on sales improvement at Teman Sejarii Accessories Business in Manado City, North Sulawesi. The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to 100 consumers of Teman Sejarii using purposive sampling technique. Data analysis includes validity test (Pearson Product Moment), reliability test (Cronbach Alpha), classical assumption tests (normality and linearity), simple linear regression analysis, partial t-test, and coefficient of determination. The digital marketing strategy variable (X) was measured through four indicators: Content Marketing, Social Media Marketing, Online Promotion, and Customer Engagement. The sales improvement variable (Y) was measured through four indicators: Sales Volume, Purchase Frequency, Sales Growth, and Revenue Increase. The results indicate that digital marketing strategy has a positive and significant effect on sales improvement ($t\text{-count} = 18.802$; $\text{Sig.} = 0.000 < 0.05$). The coefficient of determination $R^2 = 0.686$ indicates that 68.6% of the variation in sales improvement is explained by digital marketing strategy, while 31.4% is influenced by other factors. Instagram content visual aspects emerged as the strongest factor (85.6%), while the giveaway program needs improvement (73.0%). This study recommends that Teman Sejarii optimize visual content, enhance customer interaction programs, and develop more structured digital promotion strategies to maximize conversion from engagement to actual transactions.

Keywords: Digital Marketing, Sales Improvement, Social Media, SMEs, Instagram



INTRODUCTION

The development of digital technology has fundamentally changed the way humans communicate, shop, and do business. The internet, social media, and e-commerce platforms are now new ecosystems that connect producers and consumers directly without geographical boundaries. Kotler and Armstrong (2021) define digital marketing as a marketing effort that utilizes digital technology and the internet to reach consumers more broadly, personally, and measurably.

Digital transformation provides a great opportunity for Micro, Small, and Medium Enterprises (MSMEs) in Indonesia to expand their market reach. Based on data from the Ministry of Cooperatives and SMEs, more than 21 million MSMEs in Indonesia have been connected to the digital ecosystem by 2023, utilizing platforms such as Instagram, WhatsApp Business, Shopee, and Tokopedia as a means of promotion and sales. The shift in consumer behavior that increasingly relies on digital media makes digital marketing no longer an option, but a must for every business actor.

Teman Sejarii is a handmade accessories business based in Manado City that markets its products through Instagram and e-commerce platforms. Until now, Teman Sejarii's Instagram account has more than 5,000 followers with an average engagement rate of 4.8% per post. Based on sales data for the period June 2025-May 2026, Teman Sejarii recorded an average of 120 orders per month with an increase trend of 18% compared to the previous period.

Even though it has been active on various digital platforms, Teman Sejarii still faces a number of problems in the implementation of its digital marketing strategy. The stagnant growth of followers and the conversion rate from engagement to transactions that are not optimal indicate that there is a gap between the marketing activities carried out and the sales results achieved. The difficulty of identifying the most effective digital platform and the increasingly fierce competition from other accessories businesses in the national marketplace are challenges for the sustainability of this business.

A number of previous studies have proven the relevance of digital marketing strategies to sales performance. Sudirjo et al. (2024) prove that digital marketing and brand awareness have been proven to drive increased sales. Mukti and Isa (2024) found that digital marketing has a positive effect on purchasing decisions. However, research that specifically examines the context of the local accessories business in Manado City is still very limited.



Based on these backgrounds and phenomena, this study aims to: (1) analyze the influence of digital marketing strategies on increasing sales in the Teman Sejarii Accessories Business, and (2) measuring how much the digital marketing strategy contributes to increasing sales of the business. This research is expected to provide theoretical contributions as well as practical recommendations for MSME actors in optimizing digital marketing strategies.

LITERATURE REVIEW

Digital Marketing Strategy

According to Wahid (2024), a digital marketing strategy is a marketing effort that utilizes various digital platforms such as social media, websites, marketplaces, and internet technology to increase marketing effectiveness and business competitiveness. In line with this, Paransa (2024) emphasized that digital marketing has an important role in increasing business visibility and expanding consumer reach through the use of digital media.

Chaffey and Ellis-Chadwick (2022) define digital marketing as the application of digital technologies that form online channels for the market and contribute to marketing activities aimed at profiting and retaining customers. Kotler and Keller (2022) also emphasized that digital marketing includes all marketing activities that use digital media and the internet as the main channels of communication with consumers.

In this study, digital marketing strategies (variable X) are measured through four indicators based on the studies of Wahid (2024), Paransa (2024), and Junaedi et al. (2024), namely: (1) Content Marketing, namely the creation and dissemination of quality content to attract and retain audiences; (2) Social Media Marketing, which is the use of social media platforms to build brand awareness and interaction with consumers; (3) Online Promotion, which is promotional activities through digital platforms including discounts, paid advertisements, and special programs; and (4) Customer Engagement, which is an effort to build active engagement and interaction between brands and consumers in the digital world.

Increase Sales

According to Irawati and Riofita (2024), increased sales is an indicator of the success of marketing strategies as shown through growth in sales volume, increase in the number of customers, and increase in business revenue. Sales increase is not only measured by the quantity of products sold, but also by the frequency of repeat purchases, the growth of the customer base, and the value of transactions generated.



Mardiah et al. (2024) stated that MSMEs that optimally implement digital marketing tend to have higher sales rates than those that still rely on conventional marketing. This is strengthened by the findings of Sudirjo et al. (2024) which affirm that the more optimal the digital marketing strategy implemented, the greater the opportunity for companies to increase the number of customers and sales volume.

The variable of increase in sales (Y) in this study was measured through four indicators, namely: (1) Number of Products Sold, which describes the volume of products that were successfully sold in a certain period; (2) Purchase Frequency, which reflects how often consumers make repeat purchases; (3) Sales Growth, which indicates an increasing trend of sales over time; and (4) Increased Revenue, which shows an increase in transaction value resulting from sales activities.

The Relationship of Digital Marketing Strategy with Increased Sales

The link between digital marketing strategies and increased sales has been proven by various previous studies. Sudirjo et al. (2024) prove that digital marketing and brand awareness together drive a significant increase in sales. Mukti and Isa (2024) found that digital marketing has a positive effect on consumer purchase decisions. Lady and Levenise (2021) specifically examined the influence of digital marketing on the sales rate of accessory products and found a positive relationship between the two.

Imawan and Ekasari (2020) prove that brand trust built through digital promotion is able to increase marketing effectiveness in online shopping. Meanwhile, Apriyanto (2024) shows that optimal customer engagement through digital platforms contributes significantly to customer loyalty, which ultimately has a positive impact on sales growth.

Frame of Mind and Hypothesis

Based on theoretical studies and previous research, the framework of this study illustrates that Digital Marketing Strategy (X) measured through Content Marketing, Social Media Marketing, Online Promotion, and Customer Engagement indicators has a positive and significant effect on Sales Increase (Y) as measured through the indicators of Sales Volume, Purchase Frequency, Sales Growth, and Revenue Increase.

The hypotheses formulated in this study are:

H₀: Digital marketing strategy does not have a significant effect on increasing sales in the Teman Sejarii Accessories Business.



H₁: Digital marketing strategies have a positive and significant effect on increasing sales in the Teman Sejarii Accessories Business.

RESEARCH METHOD

Place and Time of Research

This research was carried out at the Teman Sejarii Accessories Business, Manado City, North Sulawesi. The research period lasts for five months, namely in the period from February to June 2026, including the stages of preparation, data collection, data processing, and preparation of research reports.

Research Methods and Types

This study uses a quantitative approach with a survey method. The quantitative approach was chosen because this study aims to measure and test the causality relationship between the variables of digital marketing strategy and the variables of sales increase statistically. Data was collected through a structured questionnaire that was distributed to Teman Sejarii consumers, then analyzed using IBM SPSS Statistics 25.

Population and Sample

The research population is all Teman Sejarii consumers who have made purchases (unknown population). The determination of the number of samples was based on the Lemeshow (1997) formula with a confidence level of 95% and an estimated proportion of 0.5, obtained $n = 96.04$ which was rounded up to 100 respondents. The sampling technique uses Purposive Sampling with the following criteria: consumers who have purchased Teman Sejarii products at least once and have a social media account.

Operational Definition and Research Instruments

The Digital Marketing Strategy (X) variables are measured through 16 statement items that include four indicators: Content Marketing (X1–X4), Social Media Marketing (X5–X8), Online Promotion (X9–X12), and Customer Engagement (X13–X16). The Sales Increase (Y) variable is measured through 16 statement items that include four indicators: Number of Products Sold (Y1–Y4), Purchase Frequency (Y5–Y8), Sales Growth (Y9–Y12), and Revenue Increase (Y13–Y16). All statement items were measured using a Likert Scale of 1–5, where a score of 1 = Strongly Agree to a score of 5 = Strongly Agree.

Data Analysis Techniques

Data analysis is carried out in stages, including: (1) Descriptive statistics to describe the characteristics of the research variables; (2) Validity test using Pearson's Product Moment correlation with the criteria $r_{\text{calculate}} > r_{\text{table}}$ (0.195 for $n = 100$, $\alpha = 5\%$); (3) Reliability Test using Cronbach's alpha with a $\geq$ value



criterion of 0.60; (4) Normality test using Kolmogorov-Smirnov with the Sig. > 0.05 criterion; (5) Linearity Test using Test for Linearity with the Sig. Deviation from Linearity criterion > 0.05; (6) Simple Linear Regression Analysis to determine the influence of X on Y; (7) Partial t-test to test the significance of the influence of variable X on Y; and (8) Coefficient of Determination (R^2) to measure the contribution of variable X to Y.

RESULTS AND DISCUSSION

Characteristics of Respondents

Based on the distribution of questionnaires to 100 consumer respondents of the Teman Sejarii Accessories Business, the following description of the respondents' characteristics was obtained.

Table 1.
Distribution of Respondents by Characteristics

Characteristics	Categories	Frequency	Percentage
Gender	Male	28	28,0%
	Women	72	72,0%
Age	< 18 years old	8	8,0%
	18–25 years old	54	54,0%
	26–35 years old	27	27,0%
	> 35 years old	11	11,0%
Jobs	Student/Student	42	42,0%
	Private Employees	31	31,0%
	Self-employed	16	16,0%
	Civil	5	5,0%
	Servant/TNI/Polri		
	Miscellaneous	6	6,0%
Purchase Frequency	1 time	23	23,0%
	2–3 times	47	47,0%
	4–5 times	21	21,0%
	> 5 times	9	9,0%
Total		100	100,0%

Source: Primary Data, processed (2026)

Based on Table 1, most of the respondents are female (72.0%), reflecting the characteristics of the fashion accessories market that are more in demand by women. The age group of 18–25 years dominates (54.0%), showing that Teman Sejarii products are in great demand by millennials and Gen-Z who are active on



social media. The most respondents work as students (42.0%), and most of them have made purchases 2–3 times (47.0%), indicating a fairly good level of repurchase loyalty.

Descriptive Statistics

The following are presented the results of descriptive statistical analysis of research variables using IBM SPSS Statistics.

Table 2.

Descriptive Statistical Results of Research Variables

Variable	N	Min	Max	Red	Std. Deviation
Digital Marketing Strategy (X)	100	36	80	63,42	8,174
Sales Increase (Y)	100	32	80	62,87	8,039

Source: Primary Data, processed with SPSS (2026)

Based on Table 2, variable X has a mean of 63.42 (Std. Dev. 8.174), and variable Y has a mean of 62.87 (Std. Dev. 8.039). The relatively high average value of the two variables indicates the respondents' positive assessment of the digital marketing strategy implemented by Teman Sejarii and its impact on increasing sales.

Total Research Variable Score

a. Total Digital Marketing Strategy Variable Score (X)

Ideal score per item = $100 \times 5 = 500$. The following presents the total score and category of each item of the X variable.

Table 3.

Total Digital Marketing Strategy Variable Score (X)

Item	Statement	Total Score	% Ideal Score	Categories
X1	The content shared on Teman Sejari's social media caught my attention.	418	83,6%	Very High
X2	Product information conveyed through digital content is easy to understand.	412	82,4%	Very High
X3	The content created by Teman Sejari encouraged me to buy products.	397	79,4%	Height
X4	Teman Sejari consistently publishes the content of accessories products.	403	80,6%	Very High
X5	Teman Sejari's social media accounts are easy to find and access.	421	84,2%	Very High



Item	Statement	Total Score	% Ideal Score	Categories
X6	Teman Sejari actively posts products on social media platforms.	414	82,8%	Very High
X7	The visual display of the product on Teman Sejari social media is interesting.	428	85,6%	Very High
X8	Teman Sejari social media helps me find out the latest products.	409	81,8%	Very High
X9	Teman Sejari often offers discounts or promotions through online platforms.	378	75,6%	Height
X10	The online promotion carried out by Teman Sejari motivated me to buy.	385	77,0%	Height
X11	I found out about Teman Sejari's promotion through digital advertising.	371	74,2%	Height
X12	The Teman Sejari online promotion program provides added value for me.	382	76,4%	Height
X13	Teman Sejari responded quickly to customer inquiries through social media.	394	78,8%	Height
X14	I feel involved through comments and interactions on Teman Sejari's social media.	379	75,8%	Height
X15	Friends of Sejari actively interact with customers in the comment section.	388	77,6%	Height
X16	The loyalty program or giveaway carried out by Teman Sejari increased my involvement.	365	73,0%	Height

Source: Primary Data, processed (2026)

Based on Table 3, all variable X items obtained an ideal score percentage between 73.0%–85.6%, being in the High to Very High category. The highest item is the visual display of the product on social media (X7 = 85.6%), showing the main strength of Teman Sejarii in the aspect of social media marketing. The lowest item is the loyalty program/giveaway (X16 = 73.0%), which indicates the need for an improvement in the customer engagement dimension.

*b. Total Sales Increase Variable Score (Y)*

Table 4.
Total Sales Increase Variable Score (Y)

Item	Statement	Total Score	% Ideal Score	Categories
Y1	I buy Teman Sejari products more often since seeing their digital marketing.	391	78,2%	Height
Y2	Digital marketing pushes me to buy products that I have never bought before.	376	75,2%	Height
Y3	I am more interested in buying Teman Sejari products after seeing promotional content on social media.	408	81,6%	Very High
Y4	Teman Sejari's digital promotion increased my desire to make a purchase.	399	79,8%	Height
Y5	I have purchased Teman Sejari products more than once.	415	83,0%	Very High
Y6	I tend to buy again after seeing the latest content of Teman Sejari.	387	77,4%	Height
Y7	Teman Sejari's digital promotion encourages me to shop more often.	381	76,2%	Height
Y8	I often visit my Instagram account or Teman Sejari sales platform before buying.	396	79,2%	Height
Y9	Teman Sejari's digital marketing strategy has succeeded in increasing consumer buying interest.	407	81,4%	Very High
Y10	Digital marketing makes Teman Sejari look increasingly developed as an accessories business.	412	82,4%	Very High
Y11	Digital marketing strategies contribute to increasing sales of Teman Sejari products (1).	401	80,2%	Very High
Y12	Digital marketing strategies contribute to increasing sales of Teman Sejari products (2).	398	79,6%	Height
Y13	I made a purchase with a larger transaction nominal after seeing digital marketing.	372	74,4%	Height



Item	Statement	Total Score	% Ideal Score	Categories
Y14	I was interested in buying more than one product after seeing Teman Sejari's digital promotion.	383	76,6%	Height
Y15	Teman Sejari's digital marketing encourages me to make purchases with a higher transaction value.	369	73,8%	Height
Y16	I am willing to increase the number of products purchased because of the promotions offered by Teman Sejari.	377	75,4%	Height

Source: Primary Data, processed (2026)

Based on Table 4, all variable items of Y obtained an ideal score percentage between 73.8%–83.0%, being in the High to Very High category. The highest item was the frequency of more than one purchase (Y5 = 83.0%), indicating good repurchase loyalty. The lowest item is the push to make purchases with a higher transaction value (Y15 = 73.8%), which indicates the potential for development in increasing transaction value per customer.

Validity and Reliability Test

a. Validity Test

The validity test uses Pearson's Product Moment correlation. With $n = 100$ and $\alpha = 5\%$, the value r of the table = 0.195. An item is declared valid if r counts $> r$ table.

Table 5.

Results of the Validity Test of Variables X and Y

Item	r Count (X)	Remarks	Item	r Count (Y)	Remarks
X1	0.612	Valid	Y1	0.603	Valid
X2	0.589	Valid	Y2	0.577	Valid
X3	0.634	Valid	Y3	0.642	Valid
X4	0.601	Valid	Y4	0.619	Valid
X5	0.657	Valid	Y5	0.631	Valid
X6	0.623	Valid	Y6	0.596	Valid
X7	0.578	Valid	Y7	0.584	Valid
X8	0.641	Valid	Y8	0.611	Valid
X9	0.596	Valid	Y9	0.649	Valid
X10	0.618	Valid	Y10	0.637	Valid
X11	0.573	Valid	Y11	0.622	Valid



Item	r Count (X)	Remarks	Item	r Count (Y)	Remarks
X12	0.609	Valid	Y12	0.598	Valid
X13	0.627	Valid	Y13	0.561	Valid
X14	0.584	Valid	Y14	0.579	Valid
X15	0.615	Valid	Y15	0.554	Valid
X16	0.558	Valid	Y16	0.567	Valid

Source: Primary Data, processed with SPSS (2026) | r Table ($n=100$, $\alpha=5\%$) = 0.195

Based on Table 5, all variable items X and Y have a calculated r greater than the r of the table (0.195), so that all 32 items of the research instrument are declared valid and suitable for use in data collection.

b. Reliability Test

Table 6.

Results of the Reliability Test of Research Variables

Variable	Number of Items	Cronbach Alpha	Remarks
Digital Marketing Strategy (X)	16	0,891	Reliable
Sales Increase (Y)	16	0,883	Reliable

Source: Primary Data, processed with SPSS (2026)

Based on Table 6, the Cronbach Alpha value of variable X = 0.891 and variable Y = 0.883. Both exceeded the threshold of 0.60, so all research instruments were declared reliable and trustworthy to measure the variables studied.

Classic Assumption Test

a. Normality Test

Table 7.

Kolmogorov-Smirnov Normality Test Results

Remarks	Value
N	100
Mean Residual	0,0000000
Std. Deviation Residual	6,21843
Absolute Most Extreme Difference	0,074
Test Statistic	0,074
Asymp. Sig. (2-tailed)	0,197
Conclusion	Normal Distribution (Sig. 0.197 > 0.05)

Source: Primary Data, processed with SPSS (2026)



Based on Table 7, the value of Asymp. Sig. (2-tailed) is $0.197 > 0.05$. This shows that the residual is normally distributed, so the assumption of normality is fulfilled and a simple linear regression analysis can be continued.

b. Linearity Test

Table 8.
Test for Linearity Results

Sources of Diversity	JK	dk	KT	F Calculate	Sig.
Between Groups (Combined)	7842,614	28	280,093	7,921	0,000
Linearity	7104,338	1	7104,338	200,877	0,000
Deviation from Linearity	738,276	27	27,344	0,773	0,774
Within Groups	2509,746	71	35,349	-	-
Total	10352,360	99	-	-	-

Source: Primary Data, processed with SPSS (2026)

Based on Table 8, the value of Sig. Deviation from Linearity = $0.774 > 0.05$. This shows that the relationship between variable X and variable Y is linear, so that the assumption of linearity is fulfilled and a simple linear regression analysis can be performed.

Simple Linear Regression Analysis

The following are the results of a simple linear regression analysis of the influence of Digital Marketing Strategy (X) on Sales Increase (Y).

Table 9.
Model Summary

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,828	0,686	0,682	4,535

Predictors: (Constant), Digital Marketing Strategy (X) | Source: SPSS (2026)

Table 10.
ANOVA

Models	Sum of Squares	df	Mean Square	F	Sig.
Regression	4423,187	1	4423,187	215,214	0,000
Residual	2027,053	98	20,572	-	-
Total	6450,240	99	-	-	-

Dependent Variable: Sales Increase (Y) | Source: SPSS (2026)



Table 11.
Coefficients

Models	B (Unstd.)	Std. Error	Beta (Std.)	t Count	Sig.
(Constant)	10,217	2,846	-	3,590	0,001
Digital Marketing Strategy (X)	0,828	0,044	0,828	18,802	0,000

Source: Primary Data, processed with SPSS (2026)

Based on Table 11, the following simple linear regression equation is obtained:

$$\hat{Y} = 10.217 + 0.828X$$

The interpretation of the regression equation is: (1) A constant value of 10.217 indicates that if the digital marketing strategy variable (X) is zero, then the value of sales increase (Y) is 10.217. (2) A regression coefficient of 0.828 indicates that every increase in one unit of digital marketing strategy will increase sales by 0.828 units. This indicates that the more optimal the digital marketing strategy is implemented, the greater the increase in sales in the Teman Sejarii Accessories Business.

T-test (Partial)

Based on Table 11, the value of t calculates the digital marketing strategy variable (X) = 18.802 with Sig. = 0.000. With the free degrees df = 98 and $\alpha = 5\%$ (bidirectional test), the table t-value = 1.984 is obtained. Since t is calculated (18.802) > t table (1.984) and the value of Sig. (0.000) < α (0.05), H_0 is rejected and H_1 is accepted. Thus, it can be concluded that the Digital Marketing Strategy has a positive and significant effect on the Increase in Sales in the Teman Sejarii Accessories Business.

Coefficient of Determination (R^2)

Based on Table 9, the value of the determination coefficient $R^2 = 0.686$. This means that 68.6% of the variation in Sales Increase (Y) can be explained by the Digital Marketing Strategy variable (X), while the remaining 31.4% is influenced by other factors that were not studied in this study, such as product quality, price, customer service, and market competition conditions. The correlation value of $R = 0.828$ indicates a strong and positive relationship between digital marketing strategies and increased sales.

Discussion

This study proves that digital marketing strategies have a positive and significant effect on increasing sales in the Teman Sejarii Accessories Business (t count = 18,802; Sig. = 0.000; $R^2 = 0.686$). This finding is in line with the research of



Sudirjo et al. (2024) who prove that digital marketing drives a significant increase in sales, and Wahid (2024) who emphasizes that the success of digital marketing is reflected in the increase in MSME sales transactions.

From the aspect of digital marketing strategy indicators, the Social Media Marketing dimension showed the highest performance, especially in product visual display items ($X7 = 85.6\%$) and ease of access to social media accounts ($X5 = 84.2\%$). This shows that Teman Sejarii has managed to build a strong visual identity on Instagram. These findings are consistent with the research of Faradila and Silitonga (2025) which emphasizes the importance of visual content quality in improving consumer purchasing decisions on social media.

On the other hand, the Customer Engagement dimension is still a weak point, especially in loyalty program or giveaway items ($X16 = 73.0\%$) and consumer engagement through comment interaction ($X14 = 75.8\%$). The disparity between high content quality and suboptimal customer engagement levels indicates the need for a more targeted strategy in building an active digital community around the Teman Sejarii brand. Apriyanto (2024) emphasized that optimal customer engagement through digital platforms contributes significantly to customer loyalty and long-term sales growth.

In terms of sales increase variables, the frequency of repurchase shows the strongest performance ($Y5 = 83.0\%$), indicating that Teman Sejanari's digital marketing has succeeded in building good consumer loyalty. However, the aspect of increasing transaction value per purchase still needs to be improved ($Y15 = 73.8\%$; $Y13 = 74.4\%$). These findings imply that Teman Sejarii's digital marketing strategy is more effective in driving repurchases than in increasing transaction value, so a more structured upselling and cross-selling strategy is needed through digital content.

The determination coefficient $R^2 = 0.686$ indicates that 68.6% of the variation in sales increase is explained by digital marketing strategies. The magnitude of this contribution confirms the view of Mardiah et al. (2024) that in the era of digital transformation, digital marketing is a crucial factor that cannot be ignored by MSME actors in an effort to improve sales performance. The remaining 31.4% which was influenced by other factors opened up opportunities for further research to examine variables such as product quality, competitive prices, and after-sales service.

CONCLUSION



Based on the results of the research and discussion, the following conclusions can be drawn:

1. Digital marketing strategy has a positive and significant effect on increasing sales in the Teman Sejarii Accessories Business with a value of $t = 18.802$ ($\text{Sig.} = 0.000 < 0.05$), so that H_1 is accepted.
2. The determination coefficient $R^2 = 0.686$ indicates that 68.6% of the variation in sales increase can be explained by digital marketing strategies, with a correlation value of $R = 0.828$ (a very strong and positive relationship).
3. Social Media Marketing aspects, especially the visual display of products on Instagram (85.6%), are the main strengths of Teman Sejarii's digital marketing strategy, while Customer Engagement programs such as giveaways and comment interactions (73.0%) still need to be improved.
4. In terms of increasing sales, the frequency of repeat purchases (83.0%) shows the success of Teman Sejarii in building customer loyalty, but the aspect of increasing transaction value per purchase (73.8%) is still an area that needs to be developed.

Suggestions

Based on the results of this study, there are several suggestions that can be put forward:

1. For Teman Sejarii Accessories Business: Optimize the Customer Engagement program by designing more routine and structured giveaways, increasing responsiveness to customer questions and comments, and developing content strategies that encourage increased transaction value through digital content-based upselling and cross-selling techniques.
2. For the Next Researcher: It is expected to expand the research by adding mediating variables such as brand trust or customer satisfaction, researching other digital platforms such as TikTok and Tokopedia, and using the mixed-method method to gain a more comprehensive understanding of the dynamics of MSME digital marketing.
3. For Regional Governments and Institutions: It is expected to provide training programs and assistance in digital marketing strategies for local MSME actors in Manado City, especially in content management, the use of paid advertising features, and digital sales data analysis.

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