



THE EFFECT OF DIGITAL MARKETING STRATEGIES ON INCREASING SALES OF MUSLIM CLOTHING AT MOESLIM HOUSE IN SUKABUMI

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ABSTRACT

The rise of digital technology has transformed traditional marketing approaches, making digital marketing strategies crucial for business success. This study examines the effectiveness of various digital marketing strategies in increasing sales performance across different industry sectors. Using quantitative research methodology, the study analyzed data from 94 customer to identify the most impactful digital marketing approaches and their correlation with sales growth. The research employed structured questionnaires and collected data on social media marketing, content marketing, email campaigns, and SEO optimization efforts. The constant value is 10.513 which means that if there is a Digital Marketing Strategy, the value of Sales Increase is 10.513. This has been described in the simple linear regression test results that there is a direction of relationship between the Digital Marketing Strategy variable (X) and the Sales Increase variable (Y) with positive results that are worth 0.770. Be said that the Digital Marketing Strategy (X) has an effect on Sales Increases (Y)

Keywords: Digital Marketing, Sales Performance, Social Media Marketing

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INTRODUCTION

In the contemporary business landscape, the digital revolution has fundamentally transformed how companies approach marketing and sales strategies (Adina Dwijayanti, 2021). The rapid advancement of technology, coupled with the unprecedented growth of internet usage worldwide, has created a paradigm shift in consumer behavior and business operations (Firman et al., 2022). This transformation has made digital

marketing not just an option but a crucial necessity for businesses seeking to maintain competitiveness and drive sales growth in the modern marketplace (Aulita et al., 2024).

The emergence of digital marketing as a cornerstone of business strategy reflects the profound changes in consumer habits and preferences (D Nugraha et al., 2023). With over 4.9 billion active internet users globally, representing approximately 63% of the world's population, the digital sphere has become the primary arena for consumer engagement and commercial transactions. This shift has been further accelerated by the global pandemic, which has catalyzed the adoption of digital solutions across all business sectors and demographic groups (Amir et al., 2024).

Digital marketing encompasses a wide array of strategies and techniques, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and pay-per-click advertising (Adina Dwijayanti, 2021). These tools, when properly implemented, can significantly enhance a company's market presence, customer engagement, and ultimately, sales performance (Adithia & Jaya, 2021). The ability to reach targeted audiences with personalized messages at scale, while maintaining cost-effectiveness, has made digital marketing particularly attractive to businesses of all sizes (Andirwan et al., 2023).

The significance of this research lies in its examination of how various digital marketing strategies contribute to sales growth in the modern business environment (Azmi Fadhilah & Pratiwi, 2021). While numerous studies have explored individual aspects of digital marketing, there remains a need for comprehensive analysis that integrates multiple approaches and evaluates their collective impact on sales performance (Hadi & Ardhi Khairi, 2020). This research aims to bridge this gap by providing an in-depth analysis of the most effective digital marketing strategies and their implementation in driving sales growth (Haryanti et al., 2019).

The evolution of consumer behavior in the digital age presents both opportunities and challenges for businesses (Irfani et al., 2020). Modern consumers are increasingly sophisticated in their use of digital platforms, expecting personalized experiences, immediate responses, and seamless interactions across multiple channels (Lailiyah & Istiqomah, 2023). They rely heavily on online research before making purchasing decisions, with studies showing that 81% of shoppers conduct online research before buying. This behavioral shift necessitates a strategic approach to digital marketing that aligns with these changing consumer preferences and expectations (Mavilinda et al., 2021).

Furthermore, the rise of data analytics and artificial intelligence has revolutionized how businesses can understand and respond to consumer behavior (Melandi et al., 2023). Digital marketing platforms now offer unprecedented capabilities for tracking, analyzing, and optimizing marketing efforts in real-time. This wealth of data enables businesses to make informed decisions about their marketing strategies, allowing for more efficient resource allocation and improved return on investment (ROI) (NAIMAH et al., 2020).

However, the complexity of the digital marketing landscape also presents significant challenges. Businesses must navigate rapidly changing technologies, evolving consumer preferences, and increasing competition for online attention (Sikki et al., 2021). The proliferation of digital channels and tools can make it difficult for organizations to determine which strategies will be most effective for their specific context and objectives (Sono et al., 2023). Additionally, concerns about data privacy and security have led to stricter regulations and changing platform policies, requiring businesses to adapt their digital marketing approaches continuously (Riska Amalia et al., 2023).

This research seeks to address these challenges by examining successful digital marketing implementations across various industries and business contexts. By analyzing both quantitative data and qualitative case studies, this study aims to identify key success factors and best practices in digital marketing strategy development and execution. The findings will provide valuable insights for businesses looking to optimize their digital marketing efforts and improve their sales performance (Zaki, 2018).

The scope of this research encompasses several key areas of investigation. First, it examines the relationship between different digital marketing channels and sales performance metrics. Second, it analyzes the role of content strategy and customer engagement in driving conversion rates. Third, it evaluates the impact of marketing automation and personalization technologies on sales efficiency. Finally, it explores the integration of traditional and digital marketing approaches in creating comprehensive marketing strategies.

Moreover, this study considers the varying needs and resources of different business sizes and types, from small and medium-sized enterprises (SMEs) to large corporations. This comprehensive approach ensures that the findings will be relevant and applicable across a broad spectrum of business contexts. The research also takes into account industry-specific factors that may influence the effectiveness of different digital marketing strategies.

As businesses continue to navigate the increasingly digital marketplace, understanding and effectively implementing digital marketing strategies becomes crucial for sustainable growth and competitiveness. This research contributes to the existing body of knowledge by providing actionable insights and evidence-based recommendations for optimizing digital marketing efforts to drive sales growth. The findings will be particularly valuable for marketing professionals, business leaders, and organizations seeking to enhance their digital presence and improve their sales performance in the modern business environment.

RESEARCH METHODOLOGY

This study employs a quantitative research methodology to examine the effectiveness of digital marketing strategies in increasing sales. The research design utilizes a correlational approach to investigate the relationship between various digital marketing variables and sales performance metrics (Amelia et al., 2023).

The study collected data from population in were consumers at the Moeslim House Sukabumi shop throughout 2023. Therefore the number of sample members is 93 Moeslim House consumers. The data analysis employs multiple statistical methods including: Descriptive statistics for demographic and basic data analysis, Multiple regression analysis to determine the relationship between digital marketing strategies and sales performance, Pearson correlation coefficient to measure the strength of relationships between variables, ANOVA to compare effectiveness across different industry sectors Statistical analysis was conducted using SPSS version 23, with a significance level set at $p < 0.05$. The methodology ensures reliability through Cronbach's alpha testing and validity through expert review of the research instruments (Derry; Nugraha, 2024).

RESULT AND DISCUSSION

In this rapidly evolving digital era, digital marketing strategy has become a crucial key to business success. Technological advancement has transformed how companies interact with consumers, opening new opportunities to increase sales through various digital platforms and innovative marketing methods.

Simple Linear Regression Analysis is used to determine the causal relationship between variable x (Digital Marketing Strategy) and variable Y (Sales Increase) whether positive or negative. The following are the results of the simple linear regression test output using SPSS Version 23:

Table 1
Simple Linear Regression Output
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10,513	3,772		2,787	,006
Strategi Pemasaran Digital	,770	,060	,793	12,875	,000

a. Dependent Variable: Peningkatan Penjualan

Based on the results of the simple linear regression test output table above, it shows that Constant (a) is 10.513 while the Digital Marketing Strategy value is 0.770. So that the regression equation can be written as follows:

$$\begin{aligned} Y &= a + bx \\ &= 10,513 + (0,770)X \end{aligned}$$

$$= 10,513 + 0,770X$$

Based on the above equation, it can be explained that:

1. The constant value is 10.513 which means that if there is a Digital Marketing Strategy, the value of Sales Increase is 10.513.
2. The known regression coefficient value of 0.770 means that every 1% increase in the Digital Marketing Strategy variable, the value of increasing sales at the Moeslim House Sukabumi will increase by 0.770. Thus it shows that the more frequent digital marketing by the Moeslim House, the more the sales level increases. So based on this it can be said that the Digital Marketing Strategy (X) has an effect on Sales Increases (Y).

Based on the results of research conducted by analyzing data using statistical methods, the results show that there is an influence between digital marketing strategies on increasing sales of Muslim clothing at Moeslim House. This has been described in the simple linear regression test results that there is a direction of relationship between the Digital Marketing Strategy variable (X) and the Sales Increase variable (Y) with positive results that are worth 0.770. So thus the influence of Digital Marketing Strategy has a positive effect on increasing sales of Muslim clothing at the Moeslim House.

CONCLUSION

The digital marketing strategy carried out by Moeslim House through social media, namely instagram, telegram, facebook, telegram, youtube, and website. Each social media has different functions and goals, such as Instagram, which aims to promote the younger generation and as the most important and effective social media in marketing compared to other social media. As for social media such as Facebook, Telegram, YouTube only as a mirroring of Instagram content. The researcher's findings on the digital marketing strategy carried out by Moeslim House regarding Accessibility, namely providing easy access through information included in social media profiles, Interactivity, namely Moeslim House provides easy interaction through live features, inbox chat, story features and googlemeet/zoom, Entertainment, namely providing entertainment with funny content and providing giveaways for customers and giving rewards to partners who get the best sales, Credibility, namely providing a level of consumer confidence by sharing customers and sharing product information, Irritation, namely Moeslim House problems in logarithmic errors/posting techniques, informativeness, namely the ability to provide information to customers by including product descriptions such as materials, product quality, color size to prices in every post on social media.

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