The Influence of Digital Marketing and Brand Awareness on MSME Product Sales in Sumbawa Regency

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Pemasaran Digital dan Kesadaran Merek terhadap Penjualan produk Usaha Mikro, Kecil, dan Menengah (UMKM) di Kabupaten Sumbawa. Menghadapi tantangan persaingan pasar yang ketat dan keterbatasan akses, UMKM memerlukan strategi yang efektif untuk meningkatkan kinerja penjualan. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 100 pelaku UMKM yang dipilih melalui teknik pengambilan sampel menggunakan rumus Slovin. Data yang terkumpul dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan perangkat lunak SmartPLS. Hasil analisis menunjukkan bahwa variabel Pemasaran Digital (X1) dan Kesadaran Merek (X2) secara simultan berpengaruh signifikan terhadap variabel Penjualan (Y), dengan nilai R-Square sebesar 0,718. Uji hipotesis membuktikan bahwa Pemasaran Digital (T-statistik 4,982) dan Kesadaran Merek (T-statistik 5,733) masing-masing memiliki pengaruh positif dan signifikan terhadap Penjualan. Temuan ini menegaskan bahwa penerapan strategi pemasaran digital yang efektif dan pembangunan kesadaran merek yang kuat merupakan faktor krusial untuk mendorong pertumbuhan penjualan UMKM di pasar lokal.

Kata Kunci: Pemasaran Digital, Kesadaran Merek, Penjualan Produk, UMKM

Abstract

This study aims to analyze the influence of Digital Marketing and Brand Awareness on the Sales of Micro, Small, and Medium Enterprises (MSMEs) products in Sumbawa Regency. Facing challenges of intense market competition and limited access, MSMEs require effective strategies to improve sales performance. This research employed a quantitative approach by distributing questionnaires to 100 MSME owners selected using the Slovin formula sampling technique. The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The analysis results indicate that the Digital Marketing (X1) and Brand Awareness (X2) variables simultaneously have a significant effect on the Sales (Y) variable, with an R-Square value of 0.718. Hypothesis testing proved that Digital Marketing (T-statistic 4.982) and Brand Awareness (T-statistic 5.733) each have a positive and significant influence on Sales. These findings confirm that implementing effective digital marketing strategies and building strong brand awareness are crucial factors for driving the sales growth of MSMEs in the local market.

Keywords: Digital Marketing, Brand Awareness, Product Sales, MSMEs

INTRODUCTION

Micro, Small, and Medium-sized Enterprises (MSMEs) are the backbone of Indonesia's national economy, playing a dominant role in economic contribution and job creation. Recent data from the Ministry of Cooperatives and MSMEs indicate that as of December 2024, there were approximately 30.18 million MSMEs across Indonesia, contributing an estimated 60% to the national Gross Domestic Product (GDP) and absorbing 97% of the national workforce (Kadin Indonesia, 2024; Coordinating Ministry for Economic Affairs of

the Republic of Indonesia, 2024). Despite this substantial contribution, Indonesian MSMEs face significant challenges in product sales, particularly declining purchasing power among the middle class, intense market competition, and limited access to digital platforms and online marketing capabilities (Getimedia, 2024). The trend of decreasing exports and global economic uncertainty also impacts MSMEs' ability to expand their market share, underscoring the need for innovation in marketing strategies, including the adoption of digital marketing (Getimedia, 2024).

In general, the sales challenges for Indonesian MSMEs include capital limitations, suboptimal market access, and a lack of understanding of digital marketing technology, which could otherwise enhance market penetration. Data from the Central Statistics Agency (BPS) and Statista (2024) reveal that the adoption of digitalization among MSMEs remains below 50%, hindering their ability to compete in the rapidly evolving digital era. This condition is a significant obstacle to sales growth, especially in non-metropolitan areas with inadequate infrastructure. Conversely, digital marketing is viewed as a strategic solution to significantly increase MSMEs' visibility, promotional effectiveness, and product reach (Statista, 2024). However, the implementation of digital marketing still faces obstacles such as limited digital competence and a lack of adequate technological support.

Sumbawa Regency, with its significant MSME potential, faces tangible sales challenges. Fierce market competition, limited distribution access, and low utilization of digital platforms are the primary factors hindering both local and national market penetration (Yunita & Sudiyarti, 2024). A study by Yunita and Sudiyarti (2024) shows that while digital marketing can improve MSME sales performance in Sumbawa by up to 41.3%, other factors such as market orientation and product innovation also play a crucial role. Another study by Arif et al. (2024) reinforces that while brand awareness significantly contributes to MSME sales, a lack of brand comprehension among local consumers makes it difficult for MSMEs to achieve optimal growth. These obstacles are compounded by the limited capacity of business owners to build a strong brand and the scarcity of adequate digital marketing training support (Yunita & Sudiyarti, 2024; Arif et al., 2024; Paputungan, 2023).

In the context of MSME sales, digital marketing is a key instrument that can significantly boost sales performance. Research by Sulistiyowati (2024) states that the use of social media, marketplaces, and digital campaigns can drive sales growth by expanding consumer reach and enabling more effective interaction. Similar findings are reported by Yunita and Sudiyarti (2024), who note that digital marketing can enhance customer loyalty and directly increase MSME turnover. Additionally, a multi-regional study by Paputungan (2023) highlights the role of digital marketing in building brand awareness, which in turn positively influences consumer purchasing decisions. Fitriyani (2024) adds that integrated digital marketing strategies combined with creative promotions and content can significantly stimulate consumer interest and loyalty.

Brand awareness also has a strong influence on MSME sales performance. A study by Chen (2021) found that high brand awareness drives consumer purchase intent and makes MSME products more recognizable and trustworthy in the market. Research by Arif et al. (2024) in Riau and Paputungan (2023) revealed that brand awareness built through digital marketing increases the competitiveness and differentiation of MSME products in a competitive market. The findings of Fitriyani (2024) confirm that brand awareness, when accompanied by product quality and service, will enhance customer loyalty and strengthen sales through the effect of digital word-of-mouth. This study demonstrates that a strong brand provides added value not only in transactions but also in building a long-term image and relationship with consumers.

These findings are further supported by Sulistiyowati (2024) and Yunita & Sudiyarti (2024), who indicate that brand awareness serves as a crucial mediating factor between digital marketing and MSME sales performance. The integration of digital marketing with brand awareness strengthens the overall effectiveness of marketing strategies, thereby increasing market penetration, expanding consumer reach, and significantly boosting sales volume. Paputungan (2023) specifically states that this synergy leads to a sustainable increase in product selling prices and attractiveness. Meanwhile, Fitriyani's (2024) study found that the combination of these two variables is more

effective in building customer retention and optimizing sales conversion compared to when they are implemented separately.

The research by Yunita & Sudiyarti (2024) in Sumbawa Regency provides empirical evidence that digital marketing and brand awareness jointly contribute positively to MSME product sales, yet gaps in technology application and brand management remain major obstacles. This study addresses a research gap in a local area that rarely receives research attention, especially one that combines these two variables within the context of MSMEs in a non-metropolitan area with distinct market and infrastructural characteristics. The novelty of this research lies in its comprehensive mapping of the synergistic influence of digital marketing and brand awareness on MSME sales in Sumbawa, as well as providing strategies for developing the digital capacity of business actors.

The urgency of this research is heightened by the rapid growth of digitalization and e-commerce in Indonesia, while regions like Sumbawa Regency lag behind in the adoption of digital marketing technology. This study is expected to provide strategic recommendations for local governments and MSME owners to build an effective digital marketing ecosystem, enabling local MSMEs to be competitive in both national and international markets. With a systematic quantitative approach and up-to-date references, the results of this research can also serve as a reference for developing policies and digital-based MSME empowerment programs in areas with significant economic potential but facing limitations in resources and market access.

METHOD

This research employs a quantitative approach with the primary objective of examining the causal relationship between Digital Marketing and Brand Awareness on MSME Product Sales in Sumbawa Regency. According to Creswell (2023), quantitative research is a systematic approach that utilizes numerical data to test hypotheses and objectively measure relationships among variables using standardized instruments. This approach is well-suited for studies focusing on generalizing results and testing theories through statistical data processing.

Data were collected using a questionnaire instrument designed with a Likert scale to measure respondents' perceptions regarding the implementation of digital marketing strategies, the level of brand awareness, and the sales performance of MSME products. Sugiyono (2023) explains that quantitative data collection typically involves distributing questionnaires or surveys, which allows researchers to obtain data amenable to statistical analysis, thereby yielding findings that can be generalized to a broader population. The research population encompassed all registered MSMEs in Sumbawa Regency, totaling 1,632 units. Sampling was conducted using Slovin's formula with a 10% margin of error, resulting in a sample of 95 respondents, subsequently rounded to 100 for ease of analysis.

The Digital Marketing variable (X1) is assessed through several key indicators that reflect the effectiveness of online strategies. The first indicator is social media reach, which measures the extent to which promotional content is disseminated and the size of the audience exposed to it through platforms such as Instagram, Facebook, or TikTok. The second indicator is engagement, which evaluates the level of audience participation through likes, comments, and shares. Other relevant indicators include website traffic generated from digital campaigns, as well as the conversion rate from paid advertisements, such as the number of clicks leading to specific actions (e.g., completing a form or downloading a brochure). Collectively, these indicators provide insight into how effectively digital marketing efforts attract and engage potential customers.

The Brand Awareness variable (X2) focuses on the degree to which the target market recognizes and recalls the brand of UMKM products. The primary indicator is brand recognition, which refers to consumers' ability to visually identify the brand, for instance, through its logo or packaging, when given a selection of options. The second indicator is brand recall, which measures the ability of consumers to spontaneously remember the brand name when prompted about a certain product category. In addition, top-of-mind awareness serves as a critical indicator, representing the first brand that

comes to mind for consumers. Lastly, media coverage frequency—how often the brand is mentioned in online media or by influencers—serves as a gauge for assessing the brand's popularity among audiences.

The Sales variable (Y) represents the final outcome measured using specific and quantitative indicators. The most prominent indicator is sales volume, referring to the total number of product units sold within a given time frame (e.g., monthly or quarterly). The second indicator is purchase frequency, which measures how often a customer makes repeat purchases. Lastly, the number of new customers acquired during a campaign period is another key measure to evaluate business growth. These indicators directly reflect the impact of digital marketing strategies and brand awareness levels on the financial performance of UMKM businesses.

Data analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS), a statistical method known for its flexibility and suitability for models involving latent variables. According to Sekaran and Bougie (2023), SEM-PLS allows researchers to test relationships among constructs simultaneously and can handle non-normally distributed data, making it highly appropriate for complex social and marketing research. Accroding to Ghozali and Kusumudewi (2023), the analysis process included two main stages, the outer model test for construct validity and reliability, and the inner model test to examine the strength of relationships among the tested variables.

The outer model test aims to ensure that the research instruments are valid and reliable, meaning that the variable indicators accurately and consistently represent the constructs. Convergent validity was measured through an Average Variance Extracted (AVE) value of at least 0.5, and reliability was assessed using Composite Reliability, which must be greater than 0.7 (Latan et al., 2023). Following this stage, the inner model test was conducted to measure the path coefficients, which indicate the direction and strength of the independent variables' influence on the dependent variable, as well as the R-squared (R²) value, which demonstrates the proportion of variance in the dependent variable explained by the independent variables.

By employing this quantitative method and the SEM-PLS technique, the research is expected to provide a comprehensive overview of the simultaneous influence of Digital Marketing and Brand Awareness on MSME product sales in Sumbawa Regency. This approach not only provides strong statistical validity but also accommodates the complexity of inter-variable relationships within the dynamic digital business context. The findings of this study are anticipated to serve as a basis for recommendations for MSME actors and policymakers in developing effective digital marketing strategies and enhancing brand awareness to support sales growth.

RESULT AND DISCUSSION

Data analysis in study This use approach Partial Least Squares-Structural Equation Modeling (PLS-SEM) with help device soft SmartPLS. Analysis process done through two stage main, namely testing Outer Model For test validity and reliability construct, as well as Inner Model For test connection structural between variable.

Designing a Measurement Model (Outer Model)

The evaluation of the measurement model aims to ensure that the research instrument used is valid and reliable. This assessment includes tests of convergent validity, discriminant validity, and composite reliability.
1. Convergent Validity

Convergent validity was evaluated using the Average Variance Extracted (AVE) value. A construct regarded as possessing strong validity and good convergence. If the AVE value exceeds 0.50 (Ghozali and Kusumadewi, 2023). The outcomes of data processing utilizing SmartPLS are as follows:

Table 1. AVE (Average Variance Extract) Results

Construct Variables	AVE	Information
Digital Marketing (X1)	0.721	Valid
Brand Awareness (X2)	0.754	Valid
Sales (Y)	0.703	Valid

Source: Data Processed, 2024

According to Table 1, the AVE values for Digital Marketing (0.721), Brand Awareness (0.754), and Revenue (0.703) all exceed the requisite threshold of 0.50. Consequently, it can

be argued that all constructs in the research model fulfill the criteria for convergent validity.

2. Discriminant Validity

Discriminant validity is used to ensure that a construct is empirically distinct from other constructs in the model. This test is carried out using the Fornell-Larcker criterion, which requires that the square root value of the AVE (√AVE) for each construct must be higher than its correlation value with other constructs (Latan et al., 2023).

Table 2. Discriminant Validity Test Results (Fornell-Larcker Criterion)

Construct Variables	X1	X2	Y
Digital Marketing (X1)	**0.830**		
Brand Awareness (X2)	0.624	**0.849**	
Sales (Y)	0.598	0.742	**0.815**

Source: Data Processed, 2024

The results in Table 2 show that the criteria for discriminant validity have been met. The bolded diagonal values (representing √AVE) for each construct are higher than the correlation values below them. For example, the √AVE value for Digital Marketing (0.830) is greater than its correlation with Brand Awareness (0.624) and Sales (0.598). This proves that each variable in this study measures a unique concept and is different from each other.

3. Composite Reliability

Reliability refers to the internal consistency of the indicators that make up a construct. The model is considered reliable if the Composite Reliability and Cronbach's Alpha values exceed 0.70 (Latan et al., 2023).

Table 3. Reliability Test Results

Construct Variables	Composite Reliability	Cronbach's Alpha
Digital Marketing (X1)	0.887	0.853
Brand Awareness (X2)	0.873	0.841
Sales (Y)	0.861	0.829

Source: Data Processed, 2024

Table 3 shows that all constructs in this study meet the reliability standards. The Composite Reliability and Cronbach's Alpha values for each variable are consistently above 0.70, which indicates that all sets of indicators used in this study are reliable and consistent in measuring their respective variables.

Structural Model Design (Inner Model)

After the measurement model is proven valid and reliable, the next step is to evaluate the structural model to test the causal relationship between latent variables that have been hypothesized.

1. R-Square Test

The coefficient of determination (R-Square) is used to measure how large a proportion of the variance of the dependent variable can be explained by the independent variable.

Table 4. R-Square Test Results

Dependent Variable	R-Square	Adjusted R-Square
Sales (Y)	0.655	0.649

Source: Data Processed, 2024

The results in Table 4 show that the R-Square value for the Sales variable (Y) is 0.655. This means that 65.5% of the variation in the Sales variable of MSME products in Sumbawa Regency can be explained jointly by the Digital Marketing and Brand Awareness variables. The remaining 34.5% is influenced by other factors not included in this research model. This value indicates that the model has high predictive power.

2. F-Square Test

F-Square analysis measures the effect size of each independent variable on the dependent variable. Values of 0.02, 0.15, and 0.35 respectively indicate small, medium, and large effects (Ghozali and Kusumadewi, 2023).

Table 5. F-Suare Test Results

Construct Variables	F-Square	Category
Digital Marketing (X1)	0. 245	High
Brand Awareness (X2)	0. 361	High

Source: Data Processed, 2024

Based on Table 5, Brand Awareness (X2) has a large influence (0.361) on Sales. Meanwhile, Digital Marketing (X1) has a moderate influence (0.245). This result indicates that although both variables are important, Brand Awareness has a stronger substantive contribution in this structural model.

3. Goodness of Fit (GoF)

The Goodness of Fit (GoF) test serves as a single index to validate the entire model (measurement model and structural model combined). GoF values of 0.10, 0.25, and 0.36 are categorized as weak, medium, and strong, respectively. The calculation is as follows:

Average Comm = (0.689 + 0.721 + 0.664) / 3 = 0.691

R-Square = 0.718

GoF = $\sqrt{\text{average Comm} \times R^2}$

GoF = $\sqrt{(0.691 \times 0.718)}$

GoF = $\sqrt{0.4961}$

GoF = 0.704

The GoF value obtained of 0.704 is well above the threshold of 0.36. This indicates that the overall research model has a very strong fit and is able to explain the empirical data very well.

4. Hypothesis Testing (Bootstrapping)

Hypothesis testing is carried out with a bootstrapping procedure to determine the significance of the influence between variables. The hypothesis is accepted if the T-Statistic value> 1.96 (for a significance of 5% two-way test) or> 1.645 (one-way test) and P-Values <0.05 (Sugiyono, 2023).

Table 6. Hypothesis Test Results

Influence between construct variables	Original Sample (O)	T Statistics	P-Values
Digital Marketing (X1) -> Sales (Y)	0.428	4.982	0.000
Brand Awareness (X2) -> Sales (Y)	0 .515	5.733	0.000

Source: Data Processed, 2024

Based on the hypothesis test results in Table 6, it can be interpreted as follows:

a. The effect of Digital Marketing (X1) on Sales (Y), obtained a positive path coefficient value of 0.428 with a T-Statistic of 4.982 (> 1.96) and P-Values of 0.000 (<0.05). Thus, the first hypothesis is accepted, which means that Digital Marketing has a positive and significant effect on sales of MSME products in Sumbawa Regency.

b. The effect of Brand Awareness (X2) on Sales (Y), obtained a positive path coefficient value of 0.515 with a T-Statistic of 5.733 (> 1.96) and P-Values of 0.000 (< 0.05). Thus, the second hypothesis is accepted, which means that Brand Awareness has a positive and significant effect on Sales of MSME products in Sumbawa Regency.

Discussion

1. The Influence of Digital Marketing on MSME Product Sales

The findings of this study reveal that digital marketing exerts a significant and positive influence on the sales performance of MSME products in Sumbawa Regency. This result indicates that marketing strategies implemented through digital channels such as social media platforms, online marketplaces, and relevant digital content can enhance product visibility, expand market reach, and facilitate easier interaction with consumers. Consequently, MSMEs that actively and effectively leverage digital marketing channels tend to experience a tangible increase in sales volume. These findings align with the concept of digital marketing, which integrates technology and marketing strategies to create added value and drive consumer purchase decisions more efficiently (Yunita & Sudiyarti, 2024).

The effectiveness of digital marketing in improving MSME sales is also contingent upon the ability of business actors to optimize content and promotional campaigns that are both engaging and responsive to market needs. Social media plays a pivotal role as a two-way communication platform that enables MSMEs to establish closer relationships with customers, strengthen brand presence, and directly increase sales conversion rates. Sulistiyowati (2024) supports this perspective, noting that digital marketing not only enhances product awareness but also accelerates the transaction process through the digitization of sales channels, thereby making a significant contribution to MSME revenue growth.

Moreover, digital marketing offers a critical competitive advantage in an increasingly saturated market environment, particularly in the current digital era. MSMEs that can adapt to evolving digital trends and marketing technologies are more likely to maintain product relevance, attract new consumers, and foster customer loyalty. Rapid responsiveness to changing consumer preferences, coupled with the ability to conduct data-driven marketing through advanced digital tools, serves as a key success factor in achieving higher sales

performance (Sulistiyowati, 2024; Yunita & Sudiyarti, 2024).

Therefore, the results of this research underscore the importance of enhancing the digital capacity of MSMEs as part of their sales growth strategy. Investments in digital marketing training, effective social media management, and the adoption of up-to-date technologies should be prioritized to ensure that MSMEs in Sumbawa Regency can compete effectively in both local and national markets. Such initiatives will not only increase turnover but also generate long-term positive impacts on the sustainability and holistic development of MSMEs.

2. The Influence of Brand Awareness on MSME Product Sales

The findings of this study indicate that brand awareness positively and significantly influences the sales performance of MSME products in Sumbawa Regency. Specifically, stronger brand recognition, brand recall, and top-of-mind awareness were proven to drive an increase in consumer purchasing behavior. One possible explanation is the dual role of brand awareness, serving both as a cognitive cue and a trust-building mechanism, which functions to reduce perceived purchasing risk and facilitate faster decision-making, a pattern observed in MSMEs with limited marketing resources (Supartiwi et al., 2023).

These results align with the empirical research by Agustian et al. (2023), who found that collaboration with micro-influencers significantly enhances brand awareness and, ultimately, MSME sales. The authentic and locally-oriented messages from micro-influencers proved to resonate more deeply with their niche followers, thereby fostering trust that strengthens brand visibility and encourages purchasing decisions. This insight is highly relevant for MSME actors in Sumbawa aiming to establish a meaningful and cost-effective brand presence.

Furthermore, the results of this study reinforce the findings from Silvia Ekasari et al. (2023), which demonstrated that the effective use of social media platforms such as Instagram, Facebook, and WhatsApp helps MSMEs increase product visibility and customer engagement, which in turn boosts sales. Their research underscores the importance of interactive content, paid advertisements, and collaborations with influencers and strategies that build a brand presence significantly contributing to revenue growth. In conclusion, the proven positive impact of brand awareness on the sales performance of MSMEs in Sumbawa emphasizes the essential role of strategic brand-building efforts. MSME actors should prioritize sustained brand visibility through tailored social media strategies, influencer partnerships, and consistent brand imaging across digital platforms and communities. This aligns with theoretical and practical evidence from Supartiwi et al. (2023), Agustian et al. (2023), and Ekasari et al. (2023), whose research confirms that cultivating brand awareness is a central mechanism for achieving competitive advantage and sustainable sales growth in local markets like MSMEs.

CONCLUSION

Based on the data analysis and discussion presented, the following conclusions can be drawn:

1. Digital Marketing positively and significantly influences the sales of MSME products in Sumbawa Regency. This indicates that leveraging marketing strategies through digital channels, such as social media and marketplaces, effectively enhances product visibility, expands market reach, and ultimately drives a tangible increase in sales volume.

2. Brand Awareness positively and significantly influences the sales of MSME products in Sumbawa Regency. This finding affirms that a strong level of brand recognition and recall in the minds of consumers is a crucial factor that builds trust, reduces perceived risk, and facilitates purchasing decisions, thereby directly contributing to improved sales performance.

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