

## **THE INFLUENCE OF DIGITAL MARKETING STRATEGY AND PRODUCT QUALITY ON SALES OF CULINARY MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) IN KUALUH LEIDONG DISTRICT**

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### **Abstract**

The purpose of this study is to determine the effect of digital marketing strategies and product quality on the sales of micro, small, and medium enterprises in Kualuh Leidong District. The population in this study were culinary MSMEs in Kualuh Leidong District. The sampling technique used the Slovin formula, which is a sampling technique with special considerations so that it is worthy of being a Slovin sample and obtained a research sample of 60 respondents. The research variables used two variables, namely dependent and independent variables. For the independent variable (X) includes: digital marketing strategy (X1) and product quality (X2) and the dependent variable (Y) product sales. The data collection technique used was a questionnaire and multiple linear analysis with the equation obtained in this study is the analysis of  $Y = 8.263 + 0.228X_1 + 0.154X_2$  it can be concluded that the constant value of 8.263 is the consistency value of the culinary MSME product sales variable in Kualuh Leidong District of 8.263. Based on the results of the partial hypothesis test (t test) shows that the digital marketing strategy (X1) has a positive and significant effect on product sales (Y) with a calculated t value of 3.280 and a significance value of  $0.002 < 0.05$ . Product quality (X2) also has a positive and significant effect on product sales (Y) with a calculated t value of 2.306 and a significance value of  $0.025 < 0.05$ . The results of the simultaneous test (F test) show that the digital marketing strategy and product quality together have a significant effect on the sales of culinary MSME products in Kualuh Leidong District, with a calculated F value of 7.253 and a significance value of  $0.002 < 0.05$ . And the results of the coefficient of determination test (R Square) show a value of 0.175, which means that the digital marketing strategy and product quality are able to explain variations in product sales by 17.5%, while the remaining 82.5% is influenced by other variables outside this study. Thus, it can be concluded that digital marketing strategies and product quality significantly influence the sales of culinary MSMEs in Kualuh Leidong District. Culinary MSMEs are advised to continuously optimize their digital marketing strategies and improve product quality to boost sales and business competitiveness.

**Keywords:** Digital Marketing Strategy; Product Quality; Product Sales; Culinary MSMEs

### **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) are a dominant sector in the Indonesian economy, numbering over 65 million and absorbing the majority of the national workforce. According to a 2024 report by the Ministry of Cooperatives and SMEs, MSMEs contribute approximately 61% to Gross Domestic Product (GDP). One rapidly growing sector is the culinary MSME sector, driven by increasing demand for ready-to-eat food, tourism growth, and the widespread use of delivery services. Although the culinary sector's specific contribution has not been detailed in national statistics, its role is highly strategic in the economic cycle (Yulianto, Wibowo, Kharismasyah, Primadona, & Herniah Syamsudin, 2023).

Changing consumer behavior in the digital era has made the internet and social media the primary means for seeking information and conducting transactions. Datareportal's Digital 2024 Report shows that the majority of Indonesians use social media for product recommendations and shopping. This makes digital marketing strategies a crucial tool for MSMEs to increase business visibility, attract customers, and expand market reach (Hadi & Zakiah, 2021).

This phenomenon is evident in culinary MSMEs in Kualuh Leidong District. Based on data confirmed by researchers with the Cooperatives and SMEs Office, in 2025, there were 145 culinary MSMEs actively operating, with 78 using social media, primarily Facebook and WhatsApp Business. However, only 32 MSMEs consistently managed social media (Wong, Kee, & Yazdanifard, 2015). The majority of businesses still upload content irregularly, have not utilized the catalog feature, and do not maintain interaction with customers. This situation indicates that the use of social media as a promotional tool is not optimal (Pradiani, 2018).

A preliminary study conducted by researchers in 2025 showed that MSMEs actively utilizing social media experienced increased revenue. This change in revenue is shown in Table 1 below.

**Table 1. Changes in Turnover Before and After Using Social Media (2025)**

No	MSMEs	Social media	Turnover Before (Rp)/Month	Turnover After (Rp)	Increase (%)
1	Eri's Kebab	FB & WA	5,500,000	7,500,000	35%
2	Misop Mr. JEK	FB	10,000,000	14,500,000	45%
3	Martabak Aidil	FB	7,500,000	9,000,000	20%
4	Kiki Komoy's Stall	FB & WA	12,000,000	15,600,000	30%
5	Barokah Cafe	FB & WA	15,000,000	18,000,000	25%

*Source: A preliminary study conducted by researchers in November 2025 through online interviews with five culinary MSME owners in Kualuh Leidong District.* This table shows that all MSMEs actively using social media experienced an increase in revenue. The percentage increase varied between 20% and 45%, indicating that digital marketing can increase visibility and attract more customers. However, the magnitude of the increase depends on the consistency of content management and product appeal (Jamilah, Rahmawati, & Yuliani, 2025).

Although some MSMEs experienced increased revenue, not all businesses felt this positive impact. Field observations showed that some MSMEs continued to experience a decline in customer base due to product quality issues, such as inconsistent taste, declining hygiene, lack of freshness of raw materials, and untidy packaging (Febriyantoro & Arisandi, 2018). The impact of declining product quality on customers is shown in Table 2.

**Table 2. Customer Decline Due to Product Quality Issues (2025)**

No	Culinary MSMEs	Product Quality Issues	Customer Decline	Additional Impact
1.	Medan Denai's Favorite Noodles	The taste of the noodles is inconsistent & not fresh enough	25-30%	Complain on Google Maps, churn to competitors
2.	Dompu Rose Meatballs	Cold soup, non-standard portion	20%	Daily sales down, loyalty low
3.	Garuda Jaya Restaurant Medan	Food was not warm when served	20-25%	Frequency of visits decreases, turnover drops

This table shows that declining product quality directly impacts customer loyalty. Customer attrition reached 20%–40%, demonstrating that product quality is a key factor in customer retention despite digital promotions (Khairunisa & Misidawati, 2024).

These two findings demonstrate a discrepancy between theory and field practice. In theory, digital marketing can increase sales through expanded reach, increased visibility, and effective digital interactions. On the other hand, marketing theory also emphasizes that product quality is a key factor determining consumer satisfaction, loyalty, and repeat purchases. However, in culinary MSMEs in Kualuh Leidong District, suboptimal digital marketing implementation and inconsistent product quality have led to results that differ from theory (Nugraha & Virginiya, 2023). This situation creates a clear research gap: there has been no research that simultaneously examines the influence of digital marketing strategies and product quality on sales of culinary MSMEs in Kualuh Leidong District. Yet both factors are crucial and interrelated in determining business success (Mehmeti-Bajrami, Qerimi, & Qerimi, 2022).

Therefore, this research is necessary to empirically analyze how digital marketing strategies and product quality, both partially and simultaneously, influence the sales of culinary MSMEs in Kualuh Leidong District. The results are expected to provide academic contributions and strategic recommendations for MSMEs in improving their competitiveness and business sustainability (Permatasari, Jaelani, Suprayogi, & Camelia, 2023).

Based on the description, this study is entitled: *The Influence of Digital Marketing Strategy and Product Quality on Sales of Culinary Micro, Small and Medium Enterprises (MSMEs) in Kualuh Leidong District*

## **RESEARCH METHODS**

This study used a quantitative research method with an associative approach. Quantitative research uses numerical data and statistical analysis to examine the relationships between variables. Associative research aims to determine the relationship or influence between two or more variables (Gani & Faroque, 2021).

This study was designed to test the influence of digital marketing strategies and product quality on culinary MSME sales, so that the associative research type is very suitable to achieve this research objective.

This research was conducted in Kualuh Leidong District, North Labuhanbatu Regency, North Sumatra Province (Mandal, 2017). This location was chosen because it is home to many active culinary MSMEs, but the utilization of digital marketing strategies is still under-optimal, making it relevant for research. This research was conducted from November 2025 to April 2026. This time span is considered adequate for the process of data collection, analysis, and preparation of the research report. According to Siagian, Nalom (Wazdi & Aisya Aprilia, 2022) the population is the entire object of research, whether in the form of a figure, event, or other thing that has certain criteria and characteristics. The research object can be real or concrete (tangible), or not obvious or abstract (intangible). The population can be understood as a collection of many research samples, so that sample determination is very necessary to make it easier for researchers to understand the phenomenon or reality being studied. The population in this study was all culinary MSMEs operating in Kualuh Leidong District, North Labuhanbatu Regency. Based on data from the North Labuhanbatu Regency Cooperatives and SMEs Office, the number of culinary MSMEs in Kualuh Leidong District is 145 business units.

A sample is a portion of the number and characteristics possessed by a populatio (Qizam, Berakon, & Ali, 2024). The sample in this study was determined using the Slovin formula with a margin of error of 10% ( $e = 0.10$ ). Multiple linear regression functions to analyze and predict the relationship between one dependent variable and two or more independent variables. In this study, multiple linear regression analysis was used to determine the effect of digital marketing strategies ( $X_1$ ) and product quality ( $X_2$ ) on culinary MSME sales ( $Y$ ) in Kualuh Leidong District.

## **RESULTS AND DISCUSSION**

This research was conducted in Kualuh Leidong District, North Labuhanbatu Regency. Kualuh Leidong District boasts significant local economic potential, particularly in the culinary Micro, Small, and Medium Enterprises (MSMEs) sector. Kualuh Leidong District's strategic geographic location, both in terms of transportation access and proximity to community centers, contributes to the growth of business activity in the region.

The majority of the population of Kualuh Leidong District relies on trade, fisheries, and services for their livelihoods, including micro and small-scale culinary businesses. Culinary MSMEs in this area thrive in a variety of businesses, such as food stalls, beverage shops, snack businesses, and traditional food processing businesses. This diversity of businesses demonstrates significant market opportunities and relatively dynamic competition (Salwanisa, 2023). In recent years, culinary MSMEs in Kualuh Leidong District have begun utilizing digital technology in their businesses, particularly in marketing. Social media, instant messaging apps, and other digital platforms have become common tools for product promotion, consumer outreach, and sales growth. However, the level of digital marketing strategy utilization and attention to product quality varies among businesses.

Based on these conditions, Kualuh Leidong District was chosen as the research location because it was deemed relevant to the research objective, which was to analyze the influence of digital marketing strategies and product quality on culinary MSME sales. The diverse characteristics of MSMEs and the development of digital technology in this region are expected

to provide a representative picture and support the research findings objectively (Chandra & Ratnamurni, 2022).

### Respondent Characteristics

Respondent characteristics describe the respondents' identities based on the predetermined sample size. This description of the respondents' identities is used to provide an overview or description of the respondents' conditions, which can provide additional information in understanding the research results. Therefore, the respondent characteristics grouping in this study consisted of name, owner's name, gender, age, length of business, and total number of employees. The research questionnaire was distributed on paper to culinary MSMEs in Kualuh Leidong District (ANGGI, 2023).

### Multiple Linear Regression Analysis

In this study, multiple linear regression testing was conducted to determine the extent of influence of the independent variables (Digital Marketing Strategy and Product Quality) on the dependent variable (Product Sales). The results of the multiple linear regression test in this study are as follows:

**Table 3. Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,263	2,045		4,042	.000
	Digital Marketing Strategy	.228	.070	.391	3,280	.002
	Product Quality	.154	.067	.275	2,306	.025

a. Dependent Variable: Sales Product

Based on the table above, the results of the multiple linear regression test obtained the following regression equation results:

$$Y = 8.263 + 0.228X_1 + 0.154X_2 + e$$

The regression equation above shows the relationship between the independent variable and the dependent variable. From this equation, the following conclusions can be drawn:

1. The constant value is 4.247, indicating that if the Digital Marketing Strategy and Product Quality are 0 units, then the Sales Product value is 4.247 units.
2. The coefficient value of Digital Marketing Strategy ( $X_1$ ) is 0.300, meaning that every 1 unit increase in Digital Marketing Strategy ( $X_1$ ) will increase Product Sales (Y) by 0.228. Therefore, the Digital Marketing Strategy variable ( $X_1$ ) has a positive influence on Product Sales (Y) with a coefficient of 0.228.
3. The coefficient value of Product Quality ( $X_2$ ) is 0.154, meaning that every 1 unit increase in Product Quality ( $X_2$ ) will increase Product Sales (Y) by 0.154. Therefore,

the Product Quality variable ( $X_2$ ) has a positive influence on Product Sales (Y) with a coefficient of 0.154.

## Hypothesis Testing

### t-test (partial)

Partial Test is a test conducted to examine the influence of each independent variable on the dependent variable. In this study, the partial test was conducted using the t-statistic test, with the assumption that if the probability of the t-error rate or  $p$  value is smaller than the significance level of 5% (0.05), then the independent variable has a significant influence on the dependent variable (SETYAWAN & Al Amin, 2023).

Based on the partial test results in table 4 above, it can be concluded:

1. The Influence of Digital Marketing Strategy ( $X_1$ ) on Product Sales (Y)

The t-test results show that the calculated t-value is 3.280 with a significance value of 0.002. This significance value is smaller than  $\alpha = 0.05$  ( $0.002 < 0.05$ ), so it can be concluded that Digital Marketing Strategy has a positive and significant effect on Product Sales. Thus, the hypothesis stating that Digital Marketing Strategy has an effect on Product Sales is accepted.

2. The Effect of Product Quality ( $X_2$ ) on Product Sales (Y) The results of the t-test show that the calculated t-value is 2.306 with a significance value of 0.025. This significance value is smaller than  $\alpha = 0.05$  ( $0.025 < 0.05$ ), so it can be concluded that Product Quality has a positive and significant effect on Product Sales. Thus, the hypothesis that Product Quality has an effect on Product Sales is accepted.

### F test (simultaneous)

A simultaneous test is a test conducted to determine whether independent variables simultaneously influence a dependent variable. This test is also known as a model fit test. The provisions applicable to this simultaneous test are as follows:

1. If the significance value is more than 0.05 from the calculated f value which is greater than the f table, then it can be said that the independent variables jointly influence the dependent variable.
2. If the significance value is greater than 0.05 and the calculated f value is smaller than the f table, then it can be said that the independent variables together have no effect on the dependent variable.

Based on the table above, the calculated f value is 7.253, which is greater than the f table ( $df_1 = N-1$ ,  $df_2 = k - 1$ ) of 3.16. In addition, the significant value is 0.002, which is smaller than the significance level of 0.5. In this case, it can be concluded that simultaneously, Digital Marketing Strategy and Product Quality have a positive and significant effect on Product Sales (SOEWARDI, 2023).

### Coefficient of Determination Test (R Square)

The coefficient of determination ( $R^2$ ) test <sup>measures</sup> the extent to which an independent variable influences the dependent variable. The value used in the coefficient of determination test is between zero and one (Sani, Wiliani, Budiyantera, & Nawaningtyas, 2020). A small  $R^2$  value <sup>indicates</sup> that the independent variable's ability to explain the dependent variable is limited, and vice versa (Zahradika & Permadi, 2023).

Based on the test, it can be seen that the coefficient of determination value using R Square is 0.175. This means that the ability of the independent variables (Digital Marketing Strategy

and Product Quality) to explain the dependent variable (Product Sales) is 17.5% and the remaining 82.5% is explained by other variables not explained in this study.

## **Discussion**

### **The Influence of Digital Marketing Strategy on Product Sales**

Based on the results of the t-test, it was found that the Digital Marketing Strategy variable has a significant influence on product sales (Alimudin, Falani, Mudjanarko, & Limantara, 2019). This is indicated by a calculated t-value greater than the t-table value and a significance value less than 0.05, thus the hypothesis stating that digital marketing strategy has an influence on product sales is accepted.

The results of this study indicate that implementing digital marketing strategies, such as utilizing social media, marketplaces, and other digital platforms, can increase product visibility and expand market reach (Clarisa et al., 2023). With an effective digital marketing strategy, businesses can more easily reach consumers, convey product information, and build two-way communication with customers (Zakiatur & Musfiari, 2021).

Furthermore, digital marketing strategies also play a role in influencing consumer purchasing decisions. Engaging promotional content, easy access to information, and intense interaction through digital media can increase consumer purchasing interest, ultimately leading to increased product sales (Basuki & R.T, 2023).

Thus, it can be concluded that digital marketing strategy is a contributing factor to increased product sales. However, based on the coefficient of determination (R-square), the influence of digital marketing strategy is not yet a dominant factor, suggesting that other factors outside the research may influence product sales.

### **The Influence of Product Quality on Product Sales**

Based on the results of the t-test, it was found that the Product Quality variable has a significant influence on product sales. This is evidenced by the calculated t-value being greater than the table t-value and the significance value being less than 0.05, thus the hypothesis stating that product quality influences product sales is accepted (Tarigan & Purwanggono, 2022).

The results of this study indicate that product quality is a crucial factor influencing consumer purchasing decisions. Good product quality, such as taste, cleanliness, packaging, and consistency, will increase consumer satisfaction and encourage repeat purchases. Consumers tend to choose products that meet expectations and provide a satisfying experience (L. Sari & Nurcahyo, 2020). Furthermore, maintaining product quality can also increase consumer trust in culinary MSME products. This trust plays a role in fostering consumer loyalty, which ultimately leads to increased product sales (Madjodjo & Baharuddin, 2022).

Thus, it can be concluded that product quality plays a role in increasing product sales. However, based on the coefficient of determination (R-square), the influence of product quality is not entirely dominant, suggesting that other factors outside the research may still influence product sales.

## **The Influence of Digital Marketing Strategy and Product Quality on Product Sales**

Based on the results of the F-test, the calculated F-value was 7.253, which is greater than the F-table value at the 0.05 significance level. This indicates that digital marketing strategy and product quality simultaneously have a significant effect on product sales. Therefore, the hypothesis stating that digital marketing strategy and product quality influence product sales is accepted.

These results indicate that implementing an effective digital marketing strategy, coupled with good product quality, can simultaneously increase product sales. Digital marketing strategies play a role in expanding market reach and increasing consumer purchasing interest, while product quality plays a role in maintaining consumer satisfaction and trust (Firdaus, Purwoko, & Setyawan, 2022).

Furthermore, based on the R-square value of 0.175, it is known that digital marketing strategy and product quality can explain 17.5% of the variation in product sales, while the remaining 82.5% is influenced by other factors outside the research model. These factors include price, business location, service, offline promotions, as well as market conditions and consumer purchasing power (Y. K. Sari, Prasetya, & Kusuma, 2023).

Although the coefficient of determination is relatively low, the F-test results indicate that the regression model used is appropriate and has a significant influence. This indicates that digital marketing strategies and product quality still make a significant contribution to increasing product sales, although they are not the sole determining factors.

### **CONCLUSION**

Based on the results of research and discussion regarding the influence of digital marketing strategies and product quality on sales of culinary MSME products in Kualuh Leidong District, the following conclusions can be drawn:

1. Digital marketing strategies significantly influence the sales of culinary MSME products in Kualuh Leidong District. This is evidenced by the t-test results, which show a calculated t-value greater than the table t-value and a significance value less than 0.05. Therefore, implementing a sound digital marketing strategy can increase sales of culinary MSME products.
2. Product quality significantly influences sales of culinary MSMEs in Kualuh Leidong District. The t-test results indicate that product quality significantly impacts sales. Good product quality can increase consumer satisfaction and trust, thus increasing sales.
3. Digital marketing strategies and product quality simultaneously significantly influence the sales of culinary MSME products in Kualuh Leidong District. This is evidenced by the F-test results, with a calculated F-value of 7.253, which is greater than the F-table at the 0.05 significance level. This means that these two independent variables jointly influence the sales of culinary MSME products.
4. The coefficient of determination (R Square) value of 0.175 indicates that digital marketing strategies and product quality are able to explain variations in sales of culinary MSME products by 17.5%, while 82.5% is influenced by other factors outside the research model, such as price, business location, service, offline promotion, and market conditions.

## Suggestion

Based on the conclusions that have been obtained, the suggestions that can be given are as follows:

1. For culinary MSMEs in Kualuh Leidong District, it is recommended to increase the implementation of digital marketing strategies, particularly through social media and other digital platforms, as well as maintain and improve product quality to boost sales and business competitiveness.
2. For future researchers, it is hoped that other variables influencing product sales, such as price, business location, service quality, and offline promotions, can be added to further comprehensive research results and improve the coefficient of determination.
3. For relevant parties (local governments or MSME development agencies), this research is expected to serve as a reference in formulating MSME policies and mentoring programs, particularly in developing digital marketing and improving the quality of culinary MSME products.

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