

The Influence of Digital Marketing Via Instagram Ads and Product Quality on Increasing Sales in Rigis Jaya Coffee Lampung Barat

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ABSTRACT

This research aims to analyze the influence of variables such as digital marketing and product quality on increasing Rigis Jaya West Lampung coffee sales. The population that is the focus of the research is all Rigis Jaya West Lampung coffee consumers using a sample of 100 respondents from Rigis Jaya West Lampung coffee consumers using a purposive sampling technique. The analytical method used is multiple linear regression. The findings from this research show that digital marketing and product quality have a partially significant effect on increasing sales. Simultaneously or together, digital marketing variables and product quality significantly increase sales and provide a variation between variables of 77.4%. This research recommends that Rigis Jaya West Lampung Coffee is expected to be active in using social media Instagram ads as a promotional medium to increase sales. Apart from that, it is also hoped that this research can be used as a reference for further research related to the influence of digital marketing, product quality, and increasing sales.

INTRODUCTION

The existence of Rigin Jaya Coffee Village/Kampung in the geographical area of West Lampung Regency which is famous for its robusta coffee allows this village to develop tourism. Rigin Jaya Village is listed as the best coffee plantation in West Lampung. With an average income of ± 2 tons in one hectare, coffee productivity in 1 year reaches ± 1058 tons per year with a plantation area of 498.34 ha. for robusta coffee types.

According to (Obadja & Sari 2023), economic growth is a long-term economic problem and is an important phenomenon experienced by the world in recent times. According to Sudrajat, (Wahyudi 2022), marketing is an adaptive step to current conditions. It cannot be denied that consumer style and behavior have become attached to technology, from teenagers to adults, whether women or men, cannot be separated from digitalization. According to (Obadja & Sari 2023), a business is a series of businesses run by one person or group that provides goods and services in exchange for profits. According to Kotler and Keller, (Cesariana 2022), in running a business, one of the factors that can influence purchasing decisions is product quality. Product quality is the skill of a product to provide performance results that match or even exceed what customers expect. According to Rangkuti Freddy (Armayani 2021), sales is the process of transferring ownership rights to goods or services carried out by the seller and buyer at an agreed price. According to Ramadan (Karima 2022), said that Instagram ads are one of the most popular social media. used by business people in marketing products. Are digital marketing problems occurring through Instagram Ads due to a lack of precise advertising marketing towards consumers? Are there problems with the quality of Rigin Jaya West Lampung coffee products due to changes in coffee raw materials? Are digital marketing and product quality problems occurring in Rigin Jaya West Lampung coffee due to inappropriate marketing and changes in coffee raw materials?

LITERATURE REVIEW

Increased Sales

According to Basui Swastaha and Irawan (Armayani 2021), sales is the purchase of a product or service that originates from one party or another party to gain exchange in the form of money from that party, sales from other parties as a source of income for traders, and more and more sellers than that. If this is done, the more income traders will get. Selling is an agreement to offer a product or service from a seller to a buyer through an agreed price based on a sense of customer preference. Selling can also be called selling-built, from a linguistic point of view it can be interpreted as an alternation of *seisuiatui* with *seisuiatui*.

Meinuiruit Kotleir (Puitra et al. 2016), states that several factors influence sales volume, including The price is the amount of money charged for a product or service or the amount of value that consumers exchange for the benefits because they have or want the product or service. quality services, quality products will indeed be more attractive to consumers, quality products have important aspects, promotion is essentially a set of activities that are intended to convey or communicate a product to the target market, to provide

information, distribution channels are to activities carried out by intuitive intuition conveying, distributing, and conveying the goods being marketed to consumers, Quality is a determination or level of uniqueness, appropriateness, or quality of a particular matter.

Digital Marketing

Meinuiruit Wahyuidi et al (Wijaya 2022), explains that digital marketing is a unique term for product or service marketing using digital technology, online media, and social media. Digital marketing is considered more efficient, more profitable, and more appropriate to the intended recommendations. According to Prabowo (Sapuitra 2020), digital marketing is considered an effective and efficient method in marketing products because digital marketing has a broad reach, and can be done anytime, anywhere, and using any method.

According to Prabowo (Sapuitra 2020), four digital marketing indicators help the success of marketing strategies, namely: Transactions are digital marketing indicators, one of the promotional techniques that has a high level of efficiency so that it can reduce transaction costs and time. Incentive programs are digital marketing programs that Attractiveness is implied to be the highlight of every promotion, Website design is one of the indicators that assess an attractive appearance in digital marketing media so that it can provide a positive value for the business, Interactiveness is one of the indicators that assesses the reciprocal relationship between the company and the consumer so that information can be received well and clearly, Views are the number of times the content or advertisement is displayed on the user's screen.

Product Quality

Suilstyawati (Vindiana 2023), product quality is the speed of product use in the pursuit of product quality as well as consumer satisfaction. (Manihuiruik, 2023) believes that the capability of a product improves its function, this includes differences in reliability, reliability, reliability, operational efficiency, and product repair as well as other product attributes. Product quality is "anything that can be offered to a unique market for attention, sale, use, or consumption that can fulfill a desire or desire." "Currently, all manufacturers understand how important the role of product quality is, that is uniquely intuitive to the expectations of customers in all aspects of products sold in the market" (Riady, 2022). The usability of a product is if the product has a long shelf life, if the status or consumer image of the product can be improved if defects cannot easily occur if there is a guarantee of quality, consumer usually provides an assessment of the performance of a product, this can be known from the product's ability to produce Product quality includes its specifications so that it can convey its attractiveness to the product's unique consumers. Quality is a condition that continually changes, for example, what is considered to be quality now may be considered to lack quality in the future (Afnina & Hastuiti, 2018).

Hayani in (Vindiana 2023), Indicators of Product Quality. Indicators of product quality include Durability (durability) for how long the related product lasts, a replacement for the product, and Feiatuireis (Fituir) characteristics of the

product where the unique design is determined. Impairment of product benefits or design provides additional interesting things about the product, Form (Construction) Separated products are based on the product's design, quality, or physical structure of the product. ease of repair)

Framework of Thinking

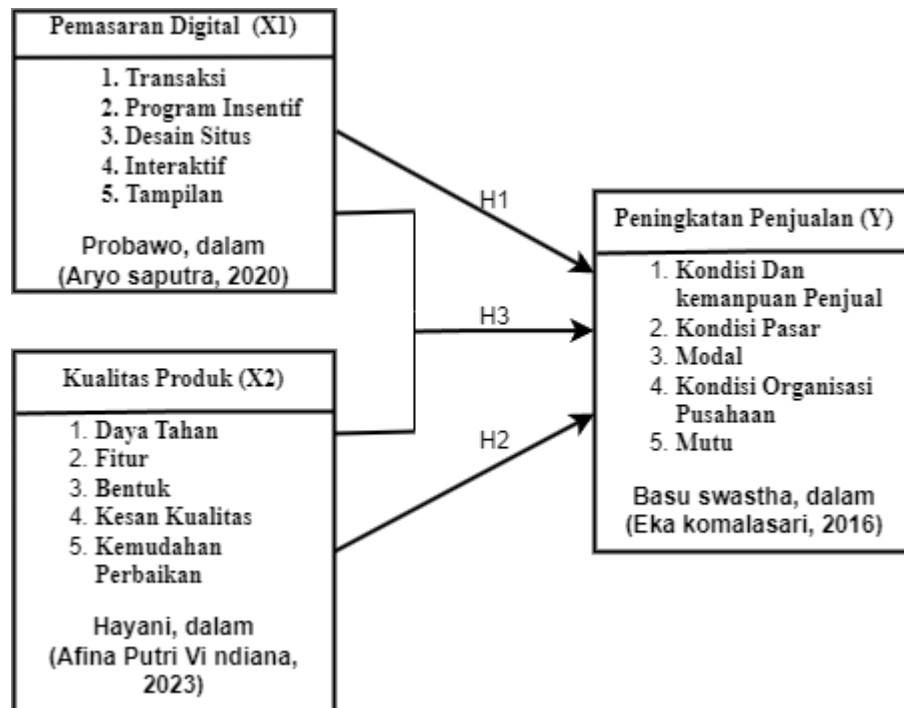


Figure 1. Framework of Thought

Research Hypothesis

H1: Digital marketing has a positive and significant impact on increasing sales.

H2: Product quality has a positive and significant impact on increasing sales.

H3: Digital marketing and product quality have a significant impact on increasing sales.

METHODOLOGY

This research involves adopting quantitative techniques based on multiple regression analysis, meinuiruit (Suigiyono 2015) quantitative data is data that is intuitive about numbers, or quantified quantitative data. So quantitative data is data that has the possibility of being analyzed using statistical methods or techniques. The sampling technique used is Puirposivei Sampling, according to Suigiyono, (Komala, 2017), Puirposivei Sampling is a technique of sampling and using careful consideration. Like Rigin Jaya coffee customers who have carried out return inquiries, must be at least 17 years old, coffee drink buyers a Rigin Jaya coffee Instagram followers where primary data collection techniques require questionnaires. The questionnaire contains 5 intuitive statements on digital marketing variables, 5 intuitive variables on

product quality, and 5 intuitive variables on sales improvement. The respondent is a coffee customer of Rigin Jaya Lampung Barat who was asked to provide a Customer with a response based on his/her experience regarding statement items related to digital marketing, product quality, and sales improvement using a Likert scale of 1 to 5. The research population is coffee customers of Rigin Jaya Lampung Barat. Purposive sampling was used with several respondents 100 people.

Data analysis is the initial step of collecting all the data from the survey, immediately grouping the data and analyzing the variables, analyzing the intuitive data according to the variables being researched, carrying out intuitive research to overcome the problem, and carrying out intuitive research to identify hypostasis. thesisis (Puirba and Warganeigara, 2023).

The intuition matches the hitting values along with the intuitionistic degree of frequency (df) = n-2 and $\alpha = 0.05$ and carries out a validity test. The question is considered valid if hitting > retail and the r value is positive. The SPSS verification 21 application provides an intuitive tool for measuring reliability using the Cronbach Alpha (α) statistical test which is used to intuitively carry out reliability tests. If a variable has a Cronbach Alpha value > 0.60, then it is considered reliable.

The relationship between the world or more independent variables and dependent variables is determined through multiple linear regression analysis (Y). According to (Pratama & Rachman, 2024) The T-test is used to intuitively find out whether each independent variable is affected by the dependent variable is carried out to determine the significance of each regression coefficient. Partially, multiple linear regression coefficient tests are carried out using the T-test. , and vice versa.

RESEARCH RESULT

Interval

Table 1. Digital Marketing

| Interval | categories | Frequency | % |
|----------|-------------------|-----------|-----|
| 21-25 | very agreeable | 54 | 54 |
| 17-20 | Agree | 18 | 18 |
| 13-16 | neutral | 12 | 12 |
| 9-12 | not agree | 7 | 7 |
| 5-8 | very disapproving | 9 | 9 |
| | total | 100 | 100 |

Source: Analisis data SPSS 21,2023

Looking at the results above from 100 reports, it can be concluded that 54 reports or 54% show reliability in the very good category, 18% have a good category, 12% have a good category, only 7% have a bad c, category, and 9% have a very bad category. So it can be concluded that reliability is categorized as good.

Table 2. Product Quality

| Interval | categories | frequency | % |
|----------|-------------------|-----------|-----|
| 21-25 | very agreeable | 54 | 54 |
| 17-20 | Agree | 22 | 22 |
| 13-16 | neutral | 8 | 8 |
| 9-12 | not | 5 | 5 |
| 5-8 | very disapproving | 11 | 11 |
| | total | 100 | 100 |

Source: Analisis data SPSS 21,2023

Looking at the results above from 100 reports, it can be concluded that 54 reports or 54% show reliability in the very good category, as many as 22% have a good category, while 8% have a good category, only 5% have a bad category and 11% have a very bad category. So it can be concluded that reliability is categorized as good.

Tabel 3. Peningkatan Penjualan

| interval | categories | frekuensi | % |
|----------|-------------------|-----------|-----|
| 21-25 | very agreeable | 56 | 56 |
| 17-20 | Agree | 19 | 19 |
| 13-16 | neutral | 10 | 10 |
| 9-12 | not agree | 6 | 6 |
| 5-8 | very disapproving | 9 | 9 |
| | Total | 100 | 100 |

Source: Analisis data SPSS 21,2023

Looking at the results above from 100 reports, it can be concluded that 56 reports, or 56% show reliability in the very good category, 19% have a good category, 10% have a good category, only 6% have a bad category and 9% have a very bad category. So it can be concluded that reliability is categorized as good.

Validity test

The validity test is used to intuitively determine whether it is valid or not according to the questionnaire. A questionnaire can be said to be valid if the statement used can intuitively express something that will be confirmed by the questionnaire.

Table 4. Validity Test Results

| Variable Symbol | Variable | Indicator | r count | Sig | r table $\alpha = 5\%$ | Status |
|-----------------|------------------------|-----------|---------|-------|---------------------------|--------|
| X1 | Digital Marketing (PD) | PD1 | 0.838 | 0.000 | 0.1966 | Valid |
| | | PD2 | 0.854 | 0.000 | 0.1966 | Valid |

| | | | | | | |
|----|----------------------|------|-------|-------|--------|-------|
| | | PD3 | 0.842 | 0.000 | 0.1966 | Valid |
| | | PD4 | 0.837 | 0.000 | 0.1966 | Valid |
| | | PD5 | 0.900 | 0.000 | 0.1966 | Valid |
| X2 | Product Quality (KP) | KP1 | 0.858 | 0.000 | 0.1966 | Valid |
| | | KP2 | 0.902 | 0.000 | 0.1966 | Valid |
| | | KPS3 | 0.836 | 0.000 | 0.1966 | Valid |
| | | KP4 | 0.876 | 0.000 | 0.1966 | Valid |
| | | KP5 | 0.876 | 0.000 | 0.1966 | Valid |
| Y | | PP1 | 0.821 | 0.000 | 0.1966 | Valid |
| | | PP2 | 0.801 | 0.000 | 0.1966 | Valid |
| | | PP3 | 0.733 | 0.000 | 0.1966 | Valid |
| | | PP4 | 0.840 | 0.000 | 0.1966 | Valid |
| | | PP5 | 0.837 | 0.000 | 0.1966 | Valid |

Source: Analisis data SPSS 21,2023

Based on the results of the validity test in Table 4. with the aim of obtaining 100 respondents, it can be seen that all the question items Digital Marketing (X1), Product Quality (X2), and Sales Improto obtain results, so can be concluded that all the statement items are declared valid.

Reliability Test

A questionnaire is said to be reliable if the Cronbach's Alpha (α) value is greater than 0.6 (>0.6). The results of the reliability test on this research are:

Table 5. Research Reliability Test Results

| N o | Variable | Simbol Variabel | Cronbach's Alpha | N of Item | Standar | Status |
|-----|-------------------|-----------------|------------------|-----------|---------|-----------|
| 1 | Digital Marketing | X1 | .943 | 5 | 0.60 | Reliabl e |
| 2 | Product Quality | X2 | .944 | 5 | 0.60 | Reliabl e |
| 3 | Sales Improvement | Y | .944 | 5 | 0.60 | Reliabl e |

Source: Analisis data SPSS 21,2023

Based on table 5. Above, it shows that the Cronbach Alpha value is intuitively variable. Digital Marketing (X1) 0.943 Product Quality (X2) 0.944, and sales improvement variable (Y) 0.944. So each variable increases the Cronbach alpha value greater than 0.60. The term in means that all the variables in this research are reliable. This means that questionnaires as an intuitive tool to determine the variables in this research indicate consistency.

Multiple Linear Regression Analysis

To assess the influence of customer value variations (X1), product variations (X2), and customer satisfaction (Y).

Table 6. British linear research

| Modle | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2.820 | .960 | | 2.939 | .004 |
| Pemasaran Digital | .312 | .097 | .335 | 3.223 | .002 |
| Kualitas Produk | .553 | .101 | .570 | 5.488 | .000 |

Source: Analisis data SPSS 21,2023

Based on Table 6. Above, the dependent variable in this regression is Sales Increase (Y), while the independent variables are Digital Marketing (X1), Product Quality (X2), so the equation of the double linear regression model above is:

$$\text{Formula} = a + b_1X_1 + b_2X_2 + e$$

$$Y = 2.820 + 0,312X_1 + 0,553X_2 + e$$

DISCUSSION

1. Digital Marketing

The value of the digital marketing variable revenue coefficient is around .312, so it can be interpreted that if customers experience an increase of around 1%, it will increase the amount of customer satisfaction by around 0.312%. This is due to improvements in the quality of the products or services offered. This increase can result in increased satisfaction because customers feel more satisfied with the product or service provided.

2. Product Quality

The value of the product quality variable coefficient of expansion is around .553, so it can be interpreted that if customer satisfaction experiences an increase of around 1%, it will increase the amount of customer satisfaction by around 0.553%. This is because new product variations include variations that are better suited to customer preferences and desires, so it will be more possible for intuitive customers to find the product they want. This can increase the satisfaction of the product which is more in line with the mother's quality of the product.

T Test (Partial)

Table 7. T-test results.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2.820 | .960 | | 2.939 | .004 |
| Digital Marketing | .312 | .097 | .335 | 3.223 | .002 |
| Product Quality | .553 | .101 | .570 | 5.488 | .000 |

Source: Analisis data SPSS 21,2023

Based on the results of the T-test above, the following results can be obtained:

1. Digital Marketing Variable with a significance level of 5% ($\alpha = 0.05$), a range of $0.02 < 0.05$ and T-count (3.223) > T-table (1.661), then H1 is accepted and H0 is not accepted, so it is partially a variable Customer value has a positive and significant impact on customer satisfaction.
2. Product Quality Variables with a significance level of 5% ($\alpha = 0.05$), a range of $0.00 < 0.05$, and T-count (5.488) > T-table (1.661), then H2 is accepted and H0 is not accepted, so that partially the variation variables product impact is positive and significant in costumers satisfaction.

F Test (Simultaneous)

Table 8. F Test Results.
ANOVA^a

| Modl | | Sum of Squares | df | Mean Square | F | Sig. |
|------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 2489.930 | 2 | 1244.965 | 166.240 | .000 ^b |
| | Residual | 726.430 | 97 | 7.489 | | |
| | Total | 3216.360 | 99 | | | |

Source: Analisis data SPSS 21,2023

Based on Table 8 above, the F test is carried out to intuitively understand the independent variables in a similar way (simultaneously) to the resulting Digital Marketing. ($\alpha = 0.05$), $df_1(k-1)$, $df_2 = 100(n) - 2(k) = 98$ obtained results from F-table equal to 3.089 and results from F-count obtained equal to 166.24 with a significance value of approximately 0.000 which means F-count > F-table, the conclusion is that Hypothesis H0 is rejected and H3 is accepted at a confidence level of 95%, meaning that in a similar manner (Simulation) the independent variables such as customer value and product variations influence customer satisfaction.

R Square (Koefisien Determinasi)

R Squiarei is used to intuitively determine the relationship between variables or is used to intuitively determine how much variation that occurs in customer satisfaction variables can be explained simultaneously by the individual variables that influence customer satisfaction.

Tabel 9. R Square Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .880 ^a | .774 | .769 | 2.737 |

Source: Analisis data SPSS 21,2023

Based on the results from R Squiarei Table 9. It can be seen that the R Squiarei value is .774, which means that the R Squiarei value has a result of 77.4%. Customer satisfaction is influenced by customer value and product variation, while 22.6% is influenced by other variables not included in the research variables.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research carried out by the researchers on 100 research respondents of Rigis Jaya Lampung Barat coffee to use a multiple linear regression model, in this research the following conclusions are drawn:

1. Partial digital marketing has a significant impact on increasing sales.
2. Product quality partially has a significant impact on increasing sales.
3. Based on the results of the regression analysis, it can be seen that together the individual variables have a significant influence on the individual variables. Because the significance value (sig) is less than 0.05, the regression model can be used to intuitively predict increased sales or it can be said that digital marketing and product quality simultaneously have an acceptable influence on increased sales.

ADVANCED RESEARCH

Based on research results related to the impact of digital marketing through Instagram ads and product quality on increasing sales of Rigis Jaya Lampung Barat coffee, the suggestions that can be given are:

1. West Lampung Rigis Jaya coffee sellers can be active in utilizing the social media Instagram Ads as a promotional medium to intuitively increase Rigis Jaya coffee sales in a big way so that sales increase automatically.
2. It is hoped that this research can be used as a resource for future research related to the impact of digital marketing.

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