

Analysis Digital Marketing Through Social Media In Increase Business Income of the Padang Tualang Kabupaten Langkat

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ABSTRACT

This research aims to determine and analyze the influence of quality product , price and Social Media towards Digital Marketing in increase income public Padang Tualang Village regency step With a total sample of 68 respondents. Data collection techniques were carried out using questionnaires. The analysis used is statistical data analysis using tool help program SPSS (*Statistics Packages for Social Sciences*) 24.0 for windows namely classical assumption testing, multiple linear regression analysis and hypothesis testing. Temporary level coefficient his determination reach 0.726 Which means that variable *independent* in study This own influence as big as 72.6% of the *dependent variable* , while the remaining 27.4% is influenced by other factors that were not examined.

Keyword:

Quality Product , Price , Social Media And Digital marketing

Introduction

Digital marketing is a form of activity carried out by the marketing department, both marketing within companies and individuals with the aim of marketing a product or brand to be sold, both products in the form of goods and products in the form of services. According to Heidrick & Struggles (2009) Digital marketing uses developments in the digital world to carry out advertising that is not done directly but has a very influential effect. Digital marketing is marketing that utilizes digital information technology such as using electronic media or internet-based media. Price depends on policy Which made by company. Matter This can be compared with the prices of similar products/services offered by companies other. In apply price product goods or service, company you have to always notice so far where hope customer to service benefits accepted by customer. The more tall price something product goods or services, the higher the expectations that must be met by the

company. If there is a gap between expectations and company performance, customers will feel disappointed or dissatisfied.

Literature review

Quality Product

Product quality is one of the determining factors for cafe entrepreneurs the restaurant succeeds in providing Quality product to its customers, as long as the product quality meets customer expectations (Mariansyah, 2020). Products whose quality is maintained and even increase have the potential to improve quality product. Product quality is basically the physical condition, function and properties of a product that can satisfy tastes and customer needs with quality levels according to the value of the money he has spent (Nitisusastro, 2017).

Price

According to Kotler and Armstrong (2015:312) price is : " *The amount of money charged for a product or service, the sum of the values that customers exchange for the benefit of having or using the product or service*". That is, the amount of money charged or exchanged by consumers _ For own benefit in use something product or service. Opinion Which The same Also be delivered by Sunyoto (2018:131) who said that price is the amount of money charged to something product certain. Company set price in various method.

Social media

Social media according to Dailey is created online content use technology Very easy publishing accessible and measurable. The most important from technology This is happen shift method knowing people, reading and sharing news, as well look for information and content. There are hundreds social media channels operating around the world at the moment this, with three big Facebook, LinkedIn and Twitter. (2019, 132)

Digital Marketing

Digital marketing is marketing using digital technology. The role of digital marketing has become important according to the development of digital technology and developing plans to attract customers and direct them to a combination of electronic and conventional communication (Chaffey D, 2009). The strategy of business people by utilizing digital marketing, especially through social media, can provide ways and steps to increase consumer networks in marketing their products so that business people can increase the advantages of their competitors.

Method Study

Method The data used in this writing is quantitative data, namely data in the form



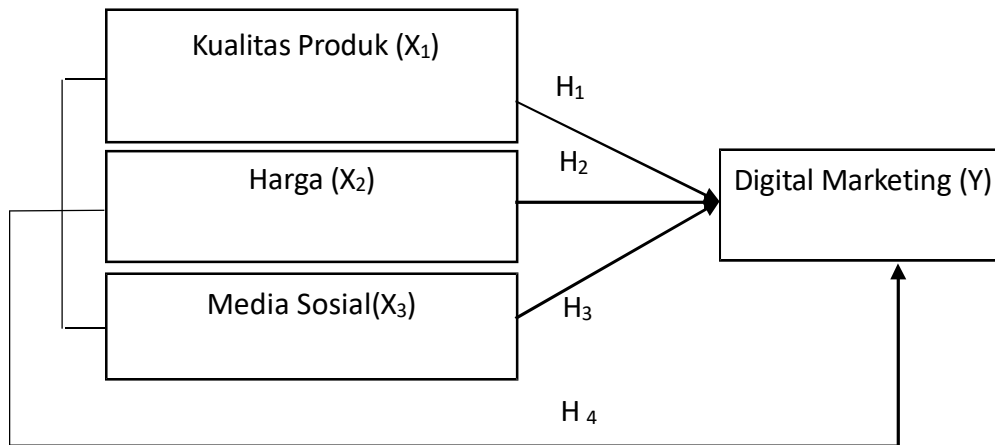
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of numbers or numbers. According to its form, quantitative data can be processed or analyzed using mathematical or statistical calculation techniques (Siyoto and Sodik, 2015:68)

Data analysis method

conceptual framework

The conceptual framework of research using multiple linear regression analysis can be shown in the figure below.

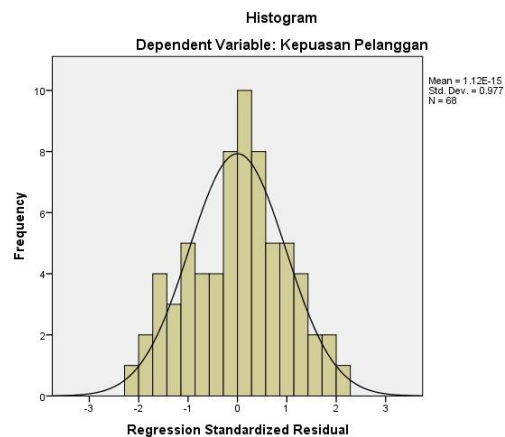


Framework Conceptual

Results

As for testing assumption classic Which used on study This:

1) Test Normality



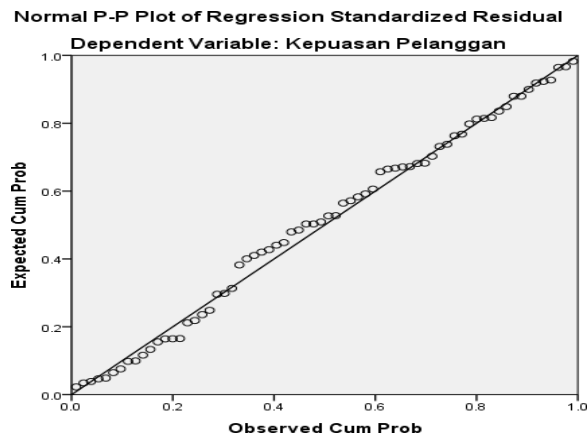
Picture 4.4



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Histograms

normality test using the histogram in the image above can be seen that the residuals are normally distributed, matter the because chart shaped bell And symmetrical, does not deviate to the right or left. Meanwhile, the *probability plot graph* can be described as follows:



Probability Plots

From the results of the SPSS program in Figure 4.5, it can be explained that the data can be said to be normal because the data points are spread across a bit line diagonal And The distribution of data points follows a diagonal line, so it can be said to be data in research This distribute normal. To strengthen these two tests, a statistical normality test was carried out using data *one samples Kolmogorov-Smirnov Test* . Results Normality testing using the Kolmogorov-Smirnov method is presented in Table 4.13 below:

Results Testing Normality

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residuals

N		68
Normal Parameters ^{a, b}	Mean	.0000000
	Std . Deviation	3.16399187
Most Extreme Differences	Absolute	,061
	Positive	,061
	Negative	-,060
Test Statistics		,061
Asymp . Sig . (2- tailed)		,200 ^{c, d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction .

d. This is a lower bound of the true significance .

Source : Results processing data primary, 2023



normality test with *Kolmogorov-Smirnov* on obtained mark *Test statistics* of 0.061 And *Asymp . Sig .* of 0.200 Where mark that's more big from level significance that is 0.05, it can be concluded that the data in this study is distributed normal.

2) Test Multicollinearity

The analysis of the multicollinearity test in this research is as follows:

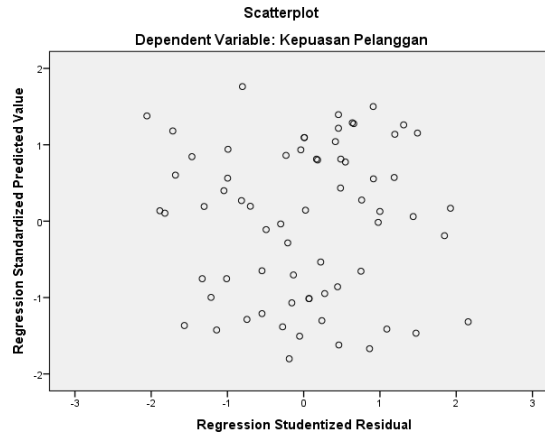
Table 4.14
Results Testing Multicollinearity

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
Model		B	Std . Error	Beta	Tolerance	VIF
1	(Constant)	8,481	2,236			
	Quality product	1,045	,204	,928	.125	7,990
	Price	- ,564	,195	- ,515	,129	7,771
	Social media	,652	.122	,477	,516	1,936

b. Dependent Variables : Digital Marketing

1) Test Heteroscedasticity

Test heteroscedasticity aim test is in In the regression model, inequality occurs *variance* from the residual of one observation to another observation. If there is a certain pattern, such as the points forming a certain regular pattern (wavy, widening, then narrowing), then it indicates that heteroscedasticity has occurred . If there is no clear pattern as well as a point spread in on And in lower number 0 on axis Y, so No occurs in heteroscedasticity . Results test heteroscedasticity from study these are as follows:



Picture 4.6

Scatters Plots

Source : Results processing data primary, 2023

From the image above it can be seen that the points are random And not forming pattern certain, And visible data spread above and below or around the number 0, it is said that this research model is free from symptoms of heteroscedasticity .

c. Results Test Regression Linear Multiple

Regression linear multiple used For explain connection between variables dependent with independent variables consisting from more than One. In this research model Multiple linear regression equations are used to determine the influence of service, price and facilities on Digital Marketing at PT Pelindo Terminal TPK Belawan Branch Container. Testing parameter individual Which served in explanation above, a regression equation model can be developed:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$ Following *is the output* of multiple linear regression testing in this research which has been explained in table 4.15 below:

Table 4.15

Results Testing Regression Linear Multiple

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	8,481	2,236		3,793
	Quality product	1,045	,204	,928	5.128
					Sig .



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Price	-,564	,195	-,515	- 2,887	,005
Social media	,652	.122	,477	5,351	,000

a. Dependent Variables: Digital Marketing

From the *Coefficients table* above, the following regression equation is obtained:

$$Y = 8,481 + 1.045X_1 - 0.564X_2 + 0.652X_3$$

Interpretation from coefficient equality regression in on can explained as follows:

- 1) A constant of 8.481 indicates that if the independent variable does not increase or is considered constant then Digital marketing will still worth as big as 8,481 unit.
- 2) The service regression coefficient is positive 1.045 which shows that if service increases by 1 unit it will increase digital marketing amounting to 1,045 units or 104.5% with conditions prices and facilities do not increase or are of constant value.
- 3) The price regression coefficient is negative 0.564 which shows that if the price increases by 1 unit it can reduce digital marketing of 0.564 units or amounting to 56.4% with the provision of services and facilities in a constant state or not increasing.
- 4) The facility regression coefficient is positive 0.652 which shows that If facility experience enhancement as big as 1 unit will be increase Digital marketing of 0.652 unit or 65.2% provided that services and prices do not increase or are of constant value

d. Results Test Hypothesis

Testing hypothesis in study This done with method:

1) Test Partial (t-test)

Partial or individual independent variable testing is carried out to determine the influence of each independent variable on the dependent. so that the t table value is 1.66140. The results of the statistical t test can be seen in table 4.16 below:

Table 4.16
Results Testing Partial (t-test)
Coefficients ^a



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig .
		B	Std . Error	Beta		
1	(Constant)	8,481	2,236		3,793	,000
	Quality product	1,045	,204	,928	5.128	,000
	Price	- ,564	,195	- ,515	- 2,887	,005
	Social media	,652	,122	,477	5,351	,000

a. Dependent Variables: Digital Marketing Test Simultaneous (F-test)

The statistical F test results can be seen in table 4.17 below:

Table 4.17
Results Testing Simultaneous (F-test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig .
1	Regression	1888,494	3	629,498	60,066	,000 ^b
	Residual	670,727	64	10,480		
	Total	2559.221	67			

a. Dependent Variables : Digital marketing

b. Predictors : (Constant), Facility, Price, Service

Source : Results processing data primary, 2023

Based on table 4.17 in on, obtained mark significant 0,000

< 0.05 and the calculated F value (60.066) > F table (2.75), it can be concluded that H_a accepted and H_o rejected, so it can be concluded that the service variables (X_1), price (X_2), and facilities (X_3) simultaneously have a positive and significant effect on digital marketing (Y) customer on PT Pelindo Terminal Chest Pack it TPK Belawan Branch.

Discussion

From the test results, it can be seen that all independent variables (service, price and facilities) have an influence on variable Y (Digital marketing). In more detail the results of the analysis and testing can be explained as follows:

2. Influence Quality product To Digital Marketing in Increase Community Business Income Padang Tualang Village Regency Step up

The research results show that service has an influence on digital marketing customer. Based on the results of the partial test of the X_1 regression analysis (service) obtained t value (5.128) > t table (1.66140) meaning H_o rejected and H_1 accepted, with a



significance value $(0.000) < 0.05$, so it can be concluded that Quality The product partially has a positive influence And significant to Digital Marketing According to Moenir (2016:16) states that service is a fulfillment process need through activity person other Which direct concerns all the efforts made by a person in order to achieve a goal.

3. Influence Quality product To Digital Marketing in Increase Community Business Income Padang Tualang Village Regency Step up

The research results show that price has an effect on digital marketing . Based on results test Partial analysis regression X_2 (price) obtained the calculated t value $(-2.887) < t \text{ table } (-1.66140)$ meaning H_0 rejected and H_2 accepted, with mark significance $(0.005) < 0.05$, So can it is concluded that price partially has a negative and significant influence to Digital Marketing According to Kotler And Armstrong (2015:312) price is : “ *The amount of money charged for a ptoduct or service, the sum of the values that customers exchange for the benefits of having or using the product or service*” . That means , amount Money Which charged or Which exchanged by consumer For have benefits in using a product or service. Peter and Olson (2013:245), say that price Which in accordance with What Which consumers have spent to pay this price will give rise to digital marketing for consumers. Although price is one of the measuring elements of digital marketing consumers, determining the right pricing strategy can also be used to determine the marketing strategy to be taken. The results of this research are in line with the research results of Apsari and Suparwati (2017), Rusmawati (2019), Akbarezky and Santoso (2020), Paris et al (2020), Rayendra, et al (2020), Wicaksono (2020), Marpaung and Saputri (2021), Asfar and Suripto (2021), who say that the price of digital marketing Influence of Social Media Influence Quality product To Digital Marketing in Increase Community Business Income Padang Tualang Village Regency Step up

The research results show that facilities have an influence on digital marketing . Based on results test Partial analysis regression X_3 (facilities) obtained a calculated t value $(5.351) > t \text{ table } (1.66140)$ meaning H_0 rejected and H_3 accepted, with mark significance $(0.000) < 0.05$, So can concluded that Social Media partially has a positive and significant influence on Digital Marketing Results study This in line with results study from Srijani And Hidayat (2017), Apsari and Suparwati (2017), Rosmawati (2019), Akbarezky and Santoso (2020), Rayendra et al (2020), Fadillah and Haryanti (2021), Sonya and Suhardi (2022), Safri et al (2023) who said that Social Media influence on digital marketing

4. Impact of Quality Products , Prices , and Social Media Against Digital



Marketing in Increase Community Business Income Padang Tualang Village Regency Step up

The research results show that service, price and facilities have an influence simultaneously towards digital marketing . Based on test results simultaneous in get mark F count (60,066) > F table (2.75) It means H_0 rejected and H_4 accepted, with mark significance (0.000) < 0.05, So can concluded that Quality product , price, And Social media in a way simultaneous own influence positive And significant Digital marketing Results this research supports the results research from Apsary and Suparwati (2017) which says that in a way simultaneous service, price And Facilities have an impact on digital marketing .

Conclusion

- a. The results of testing the research hypothesis show that there is a partial positive and significant influence between Quality product towards Digital Marketing . This is proven by the value in the t test results which shows that t count (5.128) > t table (1.66140) and sig . 0.000 < α 0.05. So the hypothesis H_1 can be stated accepted and H_0 rejected.
- b. The results of research hypothesis testing show a partially negative and significant influence between price and digital marketing . It means the more tall that price set by company so Digital Marketing will continue to decline . This is proven by the value at results Test t Which show that t count (-2,887) < t table (- 1.66140) and sig . 0.005 < α 0.05. So that can be stated hypothesis H_2 accepted and H_0 rejected.
- c. The results of testing the research hypothesis show that there is a partial positive and significant influence between f Social Media to Digital marketing . This is proven by the value in the t test results which shows that t count (5.351) > t table (1.66140) and sig . 0.000 < α 0.05. So the hypothesis H_3 can be stated accepted and H_0 rejected .
- d. The results of testing the research hypothesis show a positive and significant influence in a way simultaneous between Quality product , price, And Social Media on Digital Marketing .. This is proven by the value in the F Test results which shows that F count (60,066) > F table (2.75) and sig . 0.000 < α 0.05. So it can be stated that the hypothesis H_4 is accepted and H_0 rejected.

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