The Effect of Digital Marketing on Clothing Sales

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ABSTRACT

This research aims to find out whether digital marketing has an effect on clothing sales at Tanah Abang Market Block A Floor 6, Central Jakarta. The method used in this research is quantitative with a survey approach. The population in this study were clothing shop owners at Tanah Abang Market, Block A, 6th Floor, Central Jakarta, totaling 403 shop owners with a sample size of 162. The results of the study showed that digital marketing had a significant influence on clothing sales at Tanah Abang Market, Block A, 6th Floor, Central Jakarta. which is shown from the results of the R Square coefficient of determination test of 0.220 so it can be concluded that 22% of digital marketing influences sales and the other 78% is influenced by other factors which the author did not examine in this research.

Keywords:
Digital Marketing, Clothing Sales

INTRODUCTION

Current technological advances allow companies to expand the scope of marketing a product by using technology that can reach its customers. Customers can visit a website or online shop to buy a product, without having to leave the house. The greater the number of visitors to a website or online shop, the greater the number of potential buyers (Primadhita et al., 2018).

Digital marketing in this case can be interpreted as the use of all digital facilities to facilitate the marketing process and facilitate interaction with customers in order to create customer loyalty (Aryanto & Wismantoro, 2020). Digital marketing uses the internet as a marketing medium to reach customers directly. With internet media, people can do many things, such as communicate with friends near and far, obtain information quickly, and shop online without having to rush to choose what they need. Digital marketing is growing with the continued increase in internet users. Internet users in the world continue to grow and develop every year. The number of internet users in the world by October 2023 will reach 5.3 billion people or 65.7% of the world's population and the number of internet users in Indonesia in 2023 will reach 215 million people (dataindonesia.id). This condition makes digital marketing play a very important role for companies to market their products.

In the current situation, online media has good and promising potential for companies, both large scale businesses and micro, small and medium scale businesses in facilitating marketing information, bringing relationships closer to consumers, and reaching various groups (Puspitasari et a. , 2019). Online shopping platforms such as Shopee, Tokopedia, Tiktok, Lazada and various other platforms are increasingly dominating the market because of their superiority in utilizing digital technology. Most customers find their shopping experience easier by using online media. Customers can easily find the items they are looking for according to the criteria they want, especially for young customers who like practical things and don't have much time to shop directly.

Tanah Abang Market, Central Jakarta is one of the largest textile centers in Southeast Asia which is visited by many people, especially ahead of Eid al-Fitr, Eid al-Adha and other big holidays, even on weekdays there are also people who buy for their daily needs. Since the introduction of digital marketing, some shops have closed due to lack of visitors, especially during the Covid-19 pandemic, some clothing shops, apart from continuing to open offline

shops, have also opened online clothing shops. Digital marketing can help clothing shop owners to increase sales so that shop owners continue to earn income both offline and online.

METHOD

The research aims to examine the impact of digital marketing on clothing sales at Tanah Abang Market Block A Floor 6, Central Jakarta, utilizing a quantitative research approach. Quantitative research involves systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques, making it suitable for studying large populations and drawing generalizable conclusions (Creswell, 2014). In this study, the population consists of 403 clothing stores, with a sample size of 162 stores determined using Isaac and Michael's table for a population of 403 at a 10% significance level. This method ensures that the sample is representative, allowing for accurate and reliable inferences about the entire population.

The research methodology includes the distribution of questionnaires to gather data, which is then analyzed using SPSS 29. Descriptive statistics provide an overview of the data, summarizing the main features of the dataset. Following this, a simple linear regression analysis is conducted, adhering to classical assumptions to ensure the validity and reliability of the model (Gujarati & Porter, 2009). Hypothesis testing is performed to determine the statistical significance of the influence of digital marketing on clothing sales, providing insights into the effectiveness of digital marketing strategies in this specific market context. This methodological approach allows for a comprehensive understanding of the relationship between digital marketing and sales performance, guided by established statistical principles and practices.

RESULTS AND DISCUSSION

Result
1. Statistic Descriptive

Table. 1 Data Descriptive

		Digital Marketing	Clothing Sales
N	Valid	162	162
	Missing	0	0
Mean		62.9815	53.3765
Std. Error of Mean		.67849	.55968
Median		62.0000	54.0000
Mode		64.00	60.00
Std. Deviation		8.63581	7.12359
Variance		74.577	50.746
Range		45.00	42.00
Minimum		42.00	32.00
Maximum		87.00	74.00
Sum		10203.00	8647.00

Based on the table above, it can be seen that for the Digital Marketing variable the lowest score was 42, and the highest score was 87. The score range was 45, and the average was 62.98, while the standard deviation was 8,635. For the clothing sales variable, the lowest score was 32, and the highest score was 74. The score range was 42, and the average was 53.37, while the standard deviation was 7.123.

2. Normality Test

Table. 2 One-Sample Kolmogorov-Smirnov Test

	Digital Marketing	Clothing Sales
N	162	162

Normal Parameters[a,b]	Mean		62.9815	53.3765
	Std. Deviation		8.63581	7.12359
Most Extreme Differences	Absolute		.064	.053
	Positive		.064	.047
	Negative		-.037	-.053
Test Statistic			.064	.053
Asymp. Sig. (2-tailed)[c]			.200[d]	.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.105	.330
	99% Confidence Interval	Lower Bound	.097	.318
		Upper Bound	.113	.342

a. Test distribution is Normal.
b. Calculated from data.

Based on the table above, you can see the results of the Kolmogorov-Smirnov normality test, it is known that the results of the Kolmogorov-Smirnov test data in the research, the significance value for the digital marketing variable is 0.200, and the clothing sales variable is 0.200, which means it is greater than 0.05, so it can be concluded that the research data is normally distributed.

3. Hypothesis Test
    a. Linier Regression Equation

Table. 3 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	29.032	3.662		7.928	<.001
	Digital Marketing	.387	.058	.469	6.710	<.001

a. Dependent Variable: Clothing Sales

Based on the SPSS processed results above, the constants and coefficients of the linear regression equation from column B, so that the regression equation: $Y = 29.032 + 0.387X$. From the results of the analysis, it was obtained that the t count was 6.710 and the p-value = 0.001/2 = 0.0005 < 0.05 or H0 was rejected. Thus, "Digital marketing has a positive effect on clothing sales".

    b. Linierity and Significance Test of Regression Equation

Table. 4 ANOVA Table

			Sum of Squares	df	Mean Square
Clothing Sales * Digital Marketing	Between Groups	(Combined)	2675.575	36	74.322
		Linearity	1793.969	1	1793.969
		Deviation from Linearity	881.606	35	25.189
	Within Groups		5494.456	125	43.956
	Total		8170.031	161	

ANOVA Table

			F	Sig.
Clothing Sales * Digital Marketing	Between Groups	(Combined)	1.691	.018
		Linearity	40.813	<.001
		Deviation from Linearity	.573	.971
	Within Groups			
	Total			

Statistical Hypothesis:

H0 : $Y = \alpha + \beta X$ (linier regression)

H1 : $Y \neq \alpha + \beta X$ (nonlinier regression)

Based on the SPSS results above, the results obtained from the Deviation from Linearity row are F calculated (Tc) = 0.573 with p-value = 0.971 > 0.05. This means that H0 is accepted or the regression equation of Y on X is linear.

Table. 5 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1793.969	1	1793.969	45.018	<.001[b]
	Residual	6376.062	160	39.850		
	Total	8170.031	161			

a. Dependent Variable: Clothing Sales
b. Predictors: (Constant), Digital Marketing

Statistical Hypothesis:

H0 : $\beta = 0$ (meaningless regression)

H1 : $\beta \neq 0$ (mean regression)

The significance test for the regression line equation is obtained from the 5th column Regression row, namely calculated F (b/a) = 45.018, and p-value = 0.001 < 0.05 or H0 is rejected. Thus, the regression of Y on X is significant or digital marketing has an effect on clothing sales.

c. Significance of the Correlation Coefficient X and Y

Table. 6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2
					Change Statistics			
1	.469[a]	.220	.215	6.31272	.220	45.018	1	160

Statistical Hypothesis:

H0 : $\beta = 0$

H1 : $\beta \neq 0$

The correlation coefficient significance test obtained from the Model Summary table above can be seen in the first row of the correlation coefficient (r xy) = 0.469 and calculated F (F change) = 45.018, with p-value = 0.001 < 0.05. this means that H0 is rejected. Thus, the correlation coefficients x and Y are meaningful or significant. Meanwhile, the coefficient of determination from the table above can be seen in the column R Square = 0.220, which means that 22% of the variation in clothing sales variables can be influenced by digital marketing variables.

Discussion

The subject of this research is Digital Marketing (X) and Clothing Sales (Y) at a clothing shop at Tanah Abang Market Block A Floor 6, Central Jakarta. Field data analysis was used to formulate the results of this research. The aim is to find out whether there is a relationship or influence of digital marketing on clothing sales. Based on the results of data processing using SPSS 29, the R Square determinant value was 0.220 or 20%, which means that digital marketing influences clothing sales at Tanah Abang Market, Block A, Floor 6, Central Jakarta and 78% is influenced by other factors not examined in this research. It can be concluded that there is a significant influence of digital marketing on clothing sales at Tanah Abang Market Block A Floor 6. This is supported by the theory of Kotler and Keller (2008) and research conducted by Ovita Charolina, et al (2023) entitled The Effect of Digital Marketing on Sales Mega Mall Bengkulu Clothing.

So it can be said that digital marketing is one of the factors that influences the level of clothing sales at Tanah Abang Market, Block A, Floor 6, Central Jakarta. Clothing shop owners who are able to utilize digital marketing to increase sales will indirectly contribute to increasing sales at the shop. On the other hand, if the shop owner is not able to make good use of digital marketing then this will indirectly affect the level of sales in his shop

CONCLUSION

Based on the research conducted, it can be concluded that digital marketing has a significant influence on clothing sales at Tanah Abang Market, Block A, Floor 6, Central Jakarta. Digital marketing plays a very important role in influencing the level of purchases in online shopping transactions and indirectly affects the sales levels of the store itself.

Through various digital marketing strategies such as the use of social media, online advertising, and relevant digital content, shop owners can achieve increased sales turnover. By leveraging digital marketing tools and techniques, sellers can reach a wider audience and optimize opportunities to boost sales.

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