



## The Influence of Digital Marketing and Service Quality on Sales Increase at Seblak Aga Food in DK2 Skpa Rambah Samo

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### Article History:

Received : 04-08-2026

Revised : 19-08-2026

Accepted : 22-09-2026

**Keywords:** *Digital Marketing, Sales Growth, Service Quality, Small and Medium Enterprises, Social Media Marketing*

**Abstract:** *This study aims to analyze the influence of Digital Marketing and Service Quality on Sales Increase at Seblak Aga Food in DK2 SKPA, Rambah Samo, both partially and simultaneously. This study employed an associative quantitative approach with a population of 3,960 customers and a sample of 98 respondents selected using purposive sampling and the Slovin formula. Data were collected using a 1–5 Likert scale questionnaire and analyzed using SPSS through validity, reliability, classical assumption, multiple linear regression, t-test, F-test, and coefficient of determination tests. The results showed that Digital Marketing had a positive and significant effect on Sales Increase ( $t = 4.521$ ;  $p = 0.001$ ), while Service Quality also had a positive and significant effect ( $t = 6.849$ ;  $p = 0.001$ ). Simultaneously, Digital Marketing and Service Quality significantly affected Sales Increase ( $F = 26.040$ ;  $p = 0.001$ ). The coefficient of determination ( $R^2$ ) was 0.357, indicating that the two variables explained 35.7% of the variation in Sales Increase. Service Quality showed a larger t-value than Digital Marketing.*

**How to Cite:** Rahmawati, Nofriser, Triyani Capeq Hadmandho. (2026). *The Influence of Digital Marketing and Service Quality on Increasing Sales at Seblak Aga Food in DK2 Skpa Rambah Samo*. 4(2). pp. 1000-1010. <https://doi.org/10.61536/escalate.v4i02.632>



<https://doi.org/10.61536/escalate.v4i02.632>

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### Introduction

The development of digital technology has transformed marketing strategies through the use of digital marketing. Media such as WhatsApp, Instagram, Facebook, and TikTok enable businesses to reach consumers more widely, quickly, and efficiently. Budjana et al. (2026) state that digital marketing influences various aspects of business and consumer behavior. Saputra et al. (2020) explain that digital marketing utilizes the internet and digital media to achieve marketing goals, while Saputra and Ardani (2020) state that digital marketing plays a role in product promotion and increasing sales.

The use of digital marketing is also growing in the culinary MSME sector. Gunawan and Septianie (2021) state that digital marketing utilizes digital technology to achieve marketing objectives, while Waruwu et al. (2022) explain that digital marketing can expand audience reach and build interactions with consumers. This is evident in Seblak Aga Food in DK2 SKPA, Rambah Samo, which since its establishment in 2023 has utilized Facebook, TikTok, WhatsApp, and Instagram for promotions. Utilizing these media helps the business reach consumers and supports sales growth.



However, Seblak Aga Food's digital marketing efforts are not yet fully optimized. The business faces competition from similar seblak businesses and still relies on manual social media promotion. Pre-survey results indicate that promotions are not consistently implemented, and content updates are limited. This is evident in sales fluctuations, particularly when social media promotion decreases.

In addition to digital marketing, service quality is an issue that requires attention. Chandra (2020) stated that service quality is related to the suitability of services to consumer expectations and needs, while Herison et al. (2021) emphasized the influence of service quality on repeat purchases. The results of the pre-survey showed complaints about waiting times and slow order preparation, although some customers considered the service to be quite good. These problems were reflected in the fluctuations in Seblak Aga Food sales from April to October 2025. Revenue increased from IDR 36,000,000 in April to IDR 45,000,000 in May, then decreased to IDR 30,000,000 in June, increased to IDR 60,000,000 in August, decreased to IDR 39,000,000 in September, and returned to IDR 60,000,000 in October. The research material stated that the decline in sales was related to competition and a lack of social media promotion. This condition indicates the need for a study on the influence of digital marketing and service quality on increasing sales.

This study aims to determine the effect of digital marketing on increasing sales, the effect of service quality on increasing sales, and the simultaneous effect of both on Seblak Aga Food in DK2 SKPA, Rambah Samo. This research is important to provide an overview of the application of digital marketing and service quality in micro culinary MSMEs in rural areas. The novelty of the study lies in the simultaneous testing of digital marketing and service quality on increasing sales at Seblak Aga Food in conditions of similar business competition and the inconsistent use of digital media.

## Method

This study employed a quantitative method with an associative approach. According to Erna Umi Fatmawati et al. (2022), quantitative methods are used to study specific populations and samples. This method was used to analyze the influence of digital marketing and service quality on increasing sales at Seblak Aga Food in DK2 SKPA, Rambah Samo.

According to Sugiyono (2023:126), a population is the entire element that becomes the research generalization area. The population of this study was 3,960 Seblak Aga Food customers who made purchases in the last three months. The sample was determined using purposive sampling based on the criteria of customers who had purchased at least once and had seen or received digital promotions via Facebook, TikTok, Instagram, or WhatsApp. According to Sugiyono (2023:127), a sample is part of the number and characteristics of the population. Based on the Slovin formula with a 10% error rate, 97.54 were obtained, rounded up to 98 respondents.

The research data consists of primary and secondary data. According to Sugiyono (2020), primary data is obtained directly from primary sources through interviews, observations, and questionnaires, while secondary data comes from readily available sources such as sales archives. Data collection techniques used interviews, observations, and questionnaires with a Likert scale of 1 to 5. The instrument measures digital marketing based on networking indicators, marketing emails, and customer relationship management according to Saputra et al. (2020), service quality through tangibles, reliability, responsiveness, assurance, and empathy, and increased sales through repeat purchases and customer loyalty according to Fadilah and Supendi (2024). Data were analyzed using SPSS through descriptive analysis, validity tests, reliability with Cronbach's Alpha, normality tests, heteroscedasticity, multicollinearity, multiple linear regression, t-test, F-test, and coefficient of determination ( $R^2$ ), with the basis of analysis referring to Ghazali (2023).

The research procedure begins with determining the object and identifying digital marketing problems, service quality, and sales increase at Seblak Aga Food. Next, proposal preparation, guidance, proposal seminars, population and sample determination, and data collection through interviews, observations, and questionnaires to 98 respondents were carried out. The collected data were then processed using SPSS through instrument testing, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficients of determination to determine the effect of digital marketing and service quality on sales increase, then continued with research guidance until the comprehensive stage.



## Results and Discussion

### Respondent Characteristics

**Table 1 Respondent Characteristics by Gender**

| NO            | Gender | Respondents | Percentage 100% |
|---------------|--------|-------------|-----------------|
| 1             | Man    | 5           | 5%              |
| 2             | Woman  | 93          | 93%             |
| <b>Amount</b> |        | <b>98</b>   | <b>100%</b>     |

Based on Table 1, Based on the results of the study of 98 respondents, it was found that the majority of respondents were female, namely 93 people (95%), while 5 respondents were male (5%). This indicates that Aga Food's Seblak consumers are predominantly female..

**Table 2 Respondent Characteristics by Age**

| No            | Age         | Respondent | Percentage (100%) |
|---------------|-------------|------------|-------------------|
| 1             | 13-17 Years | 17         | 17.35%            |
| 2             | 18-22 Years | 52         | 53.06%            |
| 3             | 23-28 Years | 25         | 25.51%            |
| <b>Amount</b> |             | <b>98</b>  | <b>100%</b>       |

Table 2 Based on age characteristics, the majority of respondents were aged 18–22 years (52 people) (53.06%), followed by those aged 23–28 years (25.51%), and those aged 13–17 years (17.35%). Thus, Seblak Aga Food consumers are predominantly in the 18–22 age group.

### Research Data Analysis Techniques

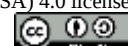
**Table 3 Results of the Validity Test of the Digital Marketing Variable (X1)**

| No                  | Validity Coefficient | Rtable | Information |
|---------------------|----------------------|--------|-------------|
| <b>Statement</b>    |                      |        |             |
| Digital Marketing 1 | 0.578                | 0.1975 | Valid       |
| Digital Marketing 2 | 0.678                | 0.1975 | Valid       |
| Digital Marketing 3 | 0.542                | 0.1975 | Valid       |
| Digital Marketing 4 | 0.481                | 0.1975 | Valid       |
| Digital Marketing 5 | 0.498                | 0.1975 | Valid       |
| Digital Marketing 6 | 0.657                | 0.1975 | Valid       |
| Digital Marketing 7 | 0.540                | 0.1975 | Valid       |
| Digital Marketing 8 | 0.358                | 0.1975 | Valid       |

Table 3 All questions on the Digital Marketing variable (X1) were declared valid, with validity coefficient values of 0.358–0.678, all of which were greater than the r table of 0.1975 for 98 respondents.

**Table 4 Results of the Validity Test of the Service Quality Variable (X2)**

| No                | Validity Coefficient | Rtable | Information |
|-------------------|----------------------|--------|-------------|
| <b>Statement</b>  |                      |        |             |
| Service Quality 1 | 0.549                | 0.1975 | Valid       |
| Service Quality 2 | 0.545                | 0.1975 | Valid       |



|                    |       |        |       |
|--------------------|-------|--------|-------|
| Service Quality 3  | 0.537 | 0.1975 | Valid |
| Service Quality 4  | 0.625 | 0.1975 | Valid |
| Service Quality 5  | 0.572 | 0.1975 | Valid |
| Service Quality 6  | 0.517 | 0.1975 | Valid |
| Service Quality 7  | 0.559 | 0.1975 | Valid |
| Service Quality 8  | 0.585 | 0.1975 | Valid |
| Service Quality 9  | 0.531 | 0.1975 | Valid |
| Service Quality 10 | 0.652 | 0.1975 | Valid |
| Service Quality 11 | 0.535 | 0.1975 | Valid |
| Service Quality 12 | 0.519 | 0.1975 | Valid |
| Service Quality 13 | 0.547 | 0.1975 | Valid |
| Service Quality 14 | 0.570 | 0.1975 | Valid |
| Service Quality 15 | 0.573 | 0.1975 | Valid |

The results of the validity test on the Service Quality variable (X2) show that all statement items have a validity coefficient value (r count) greater than r table (0.1975). The validity coefficient value for each statement ranges from 0.517 to 0.652, which means that all statement items from Service Quality 1 to Service Quality 15 are declared valid..

**Table 5 Results of the Validity Test of Sales Increase (Y)**

| No<br>Statement  | Validity<br>Coefficient | Rtable | Information |
|------------------|-------------------------|--------|-------------|
| Sales Increase 1 | 0.538                   | 0.1975 | Valid       |
| Sales Increase 2 | 0.713                   | 0.1975 | Valid       |
| Sales Increase 3 | 0.685                   | 0.1975 | Valid       |
| Sales Increase 4 | 0.695                   | 0.1975 | Valid       |
| Sales Increase 5 | 0.657                   | 0.1975 | Valid       |
| Sales Increase 6 | 0.705                   | 0.1975 | Valid       |

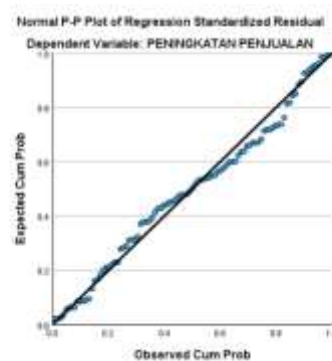
The results of the validity test for the Sales Increase (Y) variable show that all items have a calculated r value of 0.538–0.713, greater than the table r of 0.1975. Thus, all Sales Increase items 1 to 6 are declared valid and suitable for use in further analysis..

**Table 6 Reliability Test Results**

| Variables              | N of items | Cronbach's Alpha | Information |
|------------------------|------------|------------------|-------------|
| Sales Increase (Y)     | 6          | 0.749            | Reliable    |
| Service Quality (X2)   | 15         | 0.843            | Reliable    |
| Digital Marketing (X1) | 8          | 0.663            | Reliable    |

Based on the reliability test results, all variables had a Cronbach's Alpha value  $> 0.60$ , thus all instruments were declared reliable. The Cronbach's Alpha value for Sales Increase (Y) was 0.749, Service Quality (X2) was 0.843, and Digital Marketing (X1) was 0.663. Thus, all instruments were suitable for further analysis.

### Classical Assumption Test

**Graph 1 Normality Test****Table 7 Multicollinearity Test Results**

|       |                    | Coefficients <sup>a</sup>   |            |                           |       |       | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig.  | Tolerance               | VIF   |
|       |                    | B                           | Std. Error | Beta                      |       |       |                         |       |
| 1     | (Constant)         | 5.127                       | 2,989      |                           | 1,716 | 0.09  |                         |       |
|       | DIGITAL MARKETING  | 0.172                       | 0.088      | 0.185                     | 1,948 | 0.054 | 0.763                   | 1,311 |
|       | QUALITY OF SERVICE | 0.238                       | 0.046      | 0.485                     | 5.121 | <,001 | 0.763                   | 1,311 |

a. Dependent Variable: SALES INCREASE

Based on the results of the multicollinearity test, the Tolerance value was 0.763 and the VIF was 1.311 for the Digital Marketing (X1) and Service Quality (X2) variables. A Tolerance value  $> 0.10$  and a VIF  $< 10$  indicate that there is no correlation.multicollinearity in the regression model, so that both independent variables can be used for further analysis.

**Table 8 Heteroscedasticity Test Results**

|       |                    | Coefficients <sup>a</sup>   |            |                           |        |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|
| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | T      |
|       |                    | B                           | Std. Error | Beta                      |        |
| 1     | (Constant)         | 5,207                       | 1,898      |                           | 2,743  |
|       | DIGITAL MARKETING  | -0.109                      | 0.056      | -0.222                    | -1,937 |
|       | QUALITY OF SERVICE | -0.005                      | 0.03       | -0.02                     | -0.171 |

a. Dependent Variable: ABS\_RES

Based on the data obtained in Table 8, the significance value of the Digital Marketing variable

(X1) has a Sig. value of 0.056. The Service Quality variable (X2) has a Sig. value of 0.864. Because the significance value of Digital Marketing and Service Quality is greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity.

### Multiple Linear Regression Analysis

**Table 9 Results of Multiple Linear Regression Analysis**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig.  |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant)         | 5.127                       | 2,989      |                           | 1,716 | 0.09  |
|       | DIGITAL MARKETING  | 0.172                       | 0.088      | 0.185                     | 1,948 | 0.054 |
|       | QUALITY OF SERVICE | 0.238                       | 0.046      | 0.485                     | 5.121 | <,001 |

a. Dependent Variable: SALES INCREASE

Based on the results of data analysis using SPSS, the regression equation shows that the constant is 5.127. The Digital Marketing (X<sub>1</sub>) coefficient is 0.172 and Service Quality (X<sub>2</sub>) is 0.238, which indicates that both have a positive effect on variable Y. The influence value of other variables outside the study is 0.643 or 64.3%, based on the calculation  $1 - R^2 = 1 - 0.357$ .

### Coefficient of Determination

**Table 10 Results of the Determination Coefficient (R<sup>2</sup>)**

| Model | R     | R Square | Adjusted R Square | Standard Error of the Estimate |
|-------|-------|----------|-------------------|--------------------------------|
| 1     | .597a | 0.357    | 0.343             | 1.88045                        |

a. Predictors: (Constant), SERVICE QUALITY, DIGITAL MARKETING

b. Dependent Variable: SALES INCREASE

Based on the results of the determination coefficient (R<sup>2</sup>) value of 0.357, it shows that 35.7% of the variation in Purchasing Decisions can be explained by the Digital Marketing and Sales Increase variables, while the remaining 64.3% is explained by other variables outside the research model.

### Hypothesis Testing

**Table 11 Hypothesis Test Results**

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|-------|
|       |                   | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant)        | 13,717                      |            |                           | 4,929 | <,001 |
|       | DIGITAL MARKETING | 0.392                       |            | 0.421                     | 4,521 | <,001 |

a. Dependent Variable: SALES INCREASE

Based on the statistical test results, the significance value is  $0.001 < 0.05$ . In addition, the calculated t value of 4.521 is greater than the t table value of 1.98552. Thus, it can be concluded that digital marketing (X<sub>1</sub>) has a significant effect on sales increase (Y).

**Table 12 Partial Test Results (T-Test) of Service Quality Variable (X2)**

| Coefficientsa |                    |                             |            |                           |       |
|---------------|--------------------|-----------------------------|------------|---------------------------|-------|
| Model         |                    | Unstandardized Coefficients |            | Standardized Coefficients | Sig.  |
|               |                    | B                           | Std. Error | Beta                      |       |
| 1             | (Constant)         | 7,732                       | 2,712      |                           | 0.005 |
|               | QUALITY OF SERVICE | 0.282                       | 0.041      | 0.575                     | <,001 |

a. Dependent Variable: SALES INCREASE

Based on the results of the partial test (t-test), in table 12 has a significance value of  $0.001 < 0.05$ . In addition, the calculated t value of 6.849 is greater than the t-table value of 1.98552. These results indicate that service quality (X2) has a significant effect on Sales Increase (Y). greater than the t-table value of 1.98552. These results indicate that service quality (X2) has a significant effect on Sales Increase (Y).

**Table 13 Simultaneous Test Results (F Test)**

| ANOVA                                                         |            |                |    |       |        |
|---------------------------------------------------------------|------------|----------------|----|-------|--------|
| Model                                                         |            | Sum of Squares | Df | F     | Sig.   |
| 1                                                             | Regression | 184,162        | 2  | 26.04 | <,001b |
|                                                               | Residual   | 332,394        | 94 |       |        |
|                                                               | Total      | 516,557        | 96 |       |        |
| a. Dependent Variable: SALES INCREASE                         |            |                |    |       |        |
| b. Predictors: (Constant), DIGITAL MARKETING, SERVICE QUALITY |            |                |    |       |        |

Based on the F-test results, the significance value is  $0.001 < 0.05$ . Furthermore, the calculated F-value of 26.040 is greater than the F-table value of 3.09.

**Table 14 Results of the T-Test Conclusion**

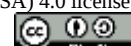
| No | Variables                                                     | Thitung | Table | sig   | Decision        | Information                         |
|----|---------------------------------------------------------------|---------|-------|-------|-----------------|-------------------------------------|
| 1  | The Influence of Digital Marketing (X1) on Sales Increase (Y) | 4,521   | 1,985 | 0.001 | Ho was rejected | H1 Accepted (significant effect)    |
| 2  | The Influence of Service Quality (X2) on Sales Increase (Y)   | 6,849   | 1.98. | 0.001 | Ho was rejected | H2 Accepted (Significant influence) |

Based on the results of the t-test, Digital Marketing (X1) has a t-count value of  $4.521 > t\text{-table } 1.985$  with a significance of  $0.001 < 0.05$ , so it has a positive and significant effect on Sales Increase. Service Quality (X2) also has a positive and significant effect with a t-count of  $6.849 > t\text{-table } 1.98$  and a significance of  $0.001 < 0.05$ . A larger t-count value indicates that Service Quality has a stronger influence than Digital Marketing.

**Table 15 Conclusion results of the F test**

| No | Variables                                                     | F count | Ftable | Sig  | Decision        | Information                         |
|----|---------------------------------------------------------------|---------|--------|------|-----------------|-------------------------------------|
| 1  | The Influence of Digital Marketing (X1) on Sales Increase (Y) | 26,040  | 3.09.  | 001b | Ho was rejected | H3 Accepted (Significant influence) |

Based on the F test results, the F count value was obtained at  $26.040 > F\text{ table } 3.09$  with a significance of  $0.001 < 0.05$ . Thus,  $H_0$  is rejected and  $H_3$  is accepted, so that Digital Marketing and Service Quality simultaneously have a significant effect on Sales Increase. Service Quality is a more dominant variable based on the larger t count value.



## Discussion

### 1. The Influence of Digital Marketing (X1) on Sales Increase (Y)

Digital Marketing is a type of marketing that utilizes the internet and digital media as a supporting tool to achieve marketing goals (Saputra et al., 2020) which aims to reach customers, increase consumer engagement, and increase sales. Based on the results of the partial test (t-test), the calculated t value of 4.521 was obtained, which was greater than the t table of 1.98552, with a significance value of  $0.001 < 0.05$ . These results indicate that digital marketing has a positive and significant effect on increasing sales at the Seblak Aga Food Business in DK2 SKPA, Rambah Samo.

Thus, the hypothesis that digital marketing influences sales growth is accepted. The regression coefficient value of 0.172 indicates that every one-unit increase in the digital marketing variable will be followed by a 0.172 increase in sales. This indicates that the more optimal the digital marketing strategy implemented, the greater the sales increase that can be achieved. Seblak Aga Food's digital marketing strategies, such as the use of social media and online ordering platforms, have been proven to expand market reach and increase consumer purchasing interest.

Utilizing social media as a promotional tool allows Seblak Aga Food to convey product information quickly, attractively, and interactively. Creative promotional content, attractive product visuals, and clear pricing and menu information can increase consumer appeal. Furthermore, the presence of positive customer reviews and testimonials on social media also strengthens the trust of potential customers, thus encouraging purchasing decisions. Furthermore, the use of online ordering platforms makes transactions easier for consumers, both in terms of accessibility and practicality. Consumers can order products anytime and anywhere without having to come directly to the business location. This convenience significantly influences increased purchase frequency, especially for consumers with limited time. Thus, digital marketing functions not only as a promotional medium but also as an effective distribution tool. This is supported by research by Rekan et al., (2024), which states that digital marketing has a significant impact on increasing MSME sales. This is also supported by research by Permatasari et al., (2022), which states that digital marketing has a positive and significant impact on increasing sales volume for culinary MSMEs. However, this is not the case with research by Sandiva et al., (2024) who stated that digital marketing has not had a significant impact due to limited digital literacy, suboptimal content strategies, and minimal social media management skills by MSME actors.

### 2. The Influence of Service Quality (X2) on Sales Increase (Y)

Good service creates a positive experience for customers and encourages repeat purchases. Service quality is the level of conformity between the service provided and consumer expectations, which influences customer satisfaction and loyalty. According to Fadilah & Supendi (2024), good service quality will increase customer satisfaction and encourage loyalty that aims to increase sales. Based on the results of the partial test (t-test), the service quality variable obtained a calculated t value of 6.849 which is greater than the t table of 1.98552, with a significance value of  $0.001 < 0.05$ . This indicates that service quality has a positive and significant effect on increasing sales at the Seblak Aga Food Business in DK2 SKPA, Rambah Samo. The regression coefficient value of 0.238 indicates that service quality makes a significant contribution to increasing sales. Friendly, fast, responsive service, and attention to cleanliness and accuracy of presentation can create customer satisfaction. This satisfaction encourages consumers to make repeat purchases and provide recommendations to others, thus having a direct impact on increasing the number of customers and sales volume.

Good service quality also creates a positive image for the business, so that consumers feel comfortable and confident to continue making purchases. Thus, service quality is one of the key factors in increasing the sustainability of the Seblak Aga Food business. This is supported by research by Kurnialis et al., (2024) who stated that service quality has a positive and significant effect on increasing sales in bakery MSMEs in Bengkalis. This is also supported by the findings of previous researchers according to Maukar, Kawet & Dotulong (2020) who said that good service quality can increase customer satisfaction, encourage repeat purchases, and ultimately increase sales significantly. However, this is not in line with research by Putri (2024) who stated that service

quality has no significant effect, which causes sales increases to be less than optimal, because consumer satisfaction does not increase.

### 3. The Simultaneous Effect of Digital Marketing and Service Quality on Sales Increase

Muhajir & Bilgies (2022) define sales as a company's primary source of revenue, where increased sales mean increased profits and market share. Fadilah & Supendi (2024) explain that increased sales occur when the volume of products or services sold increases in sales transactions. This increase in sales occurs due to the number of products or services sold in sales transactions (Fadilah & Supendi, 2024). Based on the results of the simultaneous test (F test), the calculated F value was 26.040, which is greater than the F table of 3.09, with a significance value of  $0.001 < 0.05$ . These results indicate that digital marketing and service quality simultaneously have a positive and significant effect on increasing sales at the Seblak Aga Food Business in DK2 SKPA, Rambah Samo. Thus, the hypothesis that digital marketing and service quality simultaneously influence sales increases is accepted.

The coefficient of determination ( $R^2$ ) of 0.357 indicates that 35.7% of the variation in sales increase can be explained by digital marketing and service quality variables, while the remaining 64.3% is influenced by other factors outside the research model. These factors include product price, quality, menu variety, business location, atmosphere, direct (offline) promotions, level of competition, and economic conditions and purchasing power. Nevertheless, the contribution of 35.7% indicates that both variables have a fairly strong role in determining sales increases. The simultaneous influence of digital marketing and service quality indicates that the success of increasing sales does not depend solely on one factor, but is the result of synergy between effective marketing strategies and quality service.

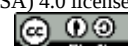
Digital marketing plays a crucial role in attracting consumer attention, expanding market reach, and increasing brand awareness for Seblak Aga Food products. Through social media and online ordering platforms, product information can be disseminated quickly, accurately, and efficiently, thereby reaching a wider consumer base. Furthermore, service quality plays a crucial role in customer retention. Friendly, fast, responsive, and professional service will create customer satisfaction, ultimately driving repeat purchases and word-of-mouth recommendations. Satisfied customers are not only more likely to make repeat purchases but also have the potential to become an effective indirect promotional tool for businesses.

The combination of optimal digital marketing and excellent service quality can create a positive customer experience, thereby building trust and loyalty. Customer loyalty is a crucial asset for business sustainability, as loyal customers tend to have a higher purchase frequency and are more resilient to competitors. Therefore, the synergy between these two variables can increase Seblak Aga Food's competitiveness amidst increasingly fierce competition in the culinary business. Furthermore, the implementation of digital marketing supported by good service can also enhance the business's positive image, which in turn increases the purchasing interest of new consumers. Consumers tend to be more attracted to businesses with a good reputation, both in terms of digital promotions and the quality of service interactions. Therefore, Seblak Aga Food needs to continue developing innovations in digital marketing while improving service standards to create a sustainable competitive advantage.

Thus, the results of this study confirm that digital marketing and service quality are two strategic factors that complement each other in increasing sales, so both must be managed in an integrated and sustainable manner so that Seblak Aga Food can maintain its existence and continue to grow in the future.

## Conclusion

Based on the research results, Digital Marketing and Service Quality are proven to have an effect on Sales Increase at Seblak Aga Food in DK2 SKPA, Rambah Samo. Partially, Digital Marketing has a positive and significant effect with a t-value of 4.521 and a significance of 0.001, while Service Quality also has a positive and significant effect with a t-value of 6.849 and a significance of 0.001. Simultaneously, both variables have a significant effect on Sales Increase with an F-value of 26.040 and a significance of 0.001. The  $R^2$  value of 0.357 indicates that Digital Marketing and Service Quality explain 35.7% of the variation in Sales Increase, while 64.3% is influenced by other factors outside the model. Service Quality becomes a more dominant variable based on a larger t-value.



The limitation of this study lies in the use of two independent variables with a research object focused on one business, so there is still 64.3% of the variation in Sales Increase that is not explained in the model. Future research is recommended to add other variables related to Sales Increase and expand the object and characteristics of respondents. Practically, the results of this study provide implications that Seblak Aga Food needs to optimize Digital Marketing through more consistent use of social media while improving Service Quality, especially in speed, accuracy, and response to consumers. Integrated management of these two aspects can support increased sales and business competitiveness.

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