

## Analysis of the Influence of Digital Marketing and Customer Relationship Management on Sales Levels of MSME Products in Dompu Regency

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**Abstract.** This research aims to determine and analyze the influence of digital marketing and Customer Relationship Management on the level of sales of UMKM products in Dompu Regency. The research method used in this research is quantitative research, with a descriptive approach. The quantitative data collection technique in the research used a questionnaire with a saturated sample of UMKM registered on the website of the Dompu Regency Cooperatives and UKM Service. And analyze the data using SPSS tools. The results of this study indicate that both digital marketing and customer relationship management have a positive and significant effect on the increase in UMKM product sales, both partially and simultaneously. The t-test shows that digital marketing has a significance value of 0.004 and CRM has a significance value of 0.000, both of which are significant at the 95% confidence level. The F-test shows a significance value of 0.000, indicating that both variables jointly have a significant effect on sales. The coefficient of determination ( $R^2$ ) is 0.628, indicating that 62.8% of the variation in UMKM sales can be explained by the combination of digital marketing and CRM.

**Keywords:** *Digital Marketing, Customer Relationship Management, UMKM Product Sales Level.*

### INTRODUCTION

In the ongoing digitalization era, technological and information developments are moving rapidly. The use of digital technology has become a fundamental phenomenon, where promotions can be carried out at any time via online media. Both small and large scale businesses take advantage of this progress to carry out their operations, with developments in technology and information increasing rapidly every second, continuing to experience significant development, and having a huge influence on human life. Kurniawati, N. (2020) Technology and information have developed in various sectors, including education, health, offices and business. Technology can be a threat to other types of work, but from the positive side it is an opportunity and opportunity for sales and marketing businesses to develop better, namely Micro, Small and Medium Enterprises (MSMEs).

Technological developments not only influence daily life but also bring significant changes in product marketing, which is better known as digital marketing. Digital marketing is an effort to market products or services using internet media

with the aim of attracting consumer interest effectively. This allows sellers to reach a wider audience without being limited by direct meetings with consumers, as well as Customer Relationship Management (CRM) as a solution in the business world so that relationships between businesses and customers are maintained in the long term. Customers are an asset for companies to compete as technology develops. Building good customer relationships in business aims to ensure that the business is able to survive in the face of competition (Akip, S, 2023).

MSMEs in Indonesia play an important role in the national economy by providing significant employment opportunities. During the 2016-2020 period, the number of workers in the MSME sector continued to increase, reflecting the contribution of this sector to national economic stability (Wicaksono, et al., 2022). The application of appropriate technology by MSMEs can increase operational efficiency, strengthen marketing networks, and increase sales volume. According to Law no. 20 of 2008 concerning, MSMEs are productive business units that stand alone and contribute significantly to the local

economy in various cities and districts. MSMEs have also proven to be more resistant to economic and monetary crises because of their role in driving the circulation of money in society. MSME players are increasingly adopting online marketing or digital marketing to increase the visibility and sales of their products. By utilizing digital marketing, MSMEs can reach more consumers and interact more intensively, making it easier for consumers to search for product information and make purchases (Taufikurrahman, et al., 2023).

Several researchers who have conducted studies regarding the influence of digital marketing and customer relationship management on the level of sales of MSME products have provided different conclusions. First (Sandiva, 2024) Optimizing information technology infrastructure has also been proven to increase the effectiveness of digital marketing strategies in MSMEs. These findings have significant implications for industry players and MSME related parties, confirming the importance of implementing and strategic management of digital marketing for sustainable business growth and competitive advantage in the current digital era. Second (Akbar, 2022) The results of the t test show that variable X has a Sig value of  $0.000 \leq 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted. R<sup>2</sup> Test Results with a value of 0.308 with a percentage of 31%. Which means there is an influence of 31% between digital marketing (X) and sales (Y) and third (Ledy et al., 2023). The results of this research show that digital marketing followed by a customer relationship process has a significant influence on Autopart Sukses MSMEs, this can be seen from the number of consumers who start monitoring products, from Autopart Sukses on the Tokopedia marketplace, and others.

This phenomenon of marketing via online media also occurs and is very widespread in Dompu Regency, where based on initial observations conducted by researchers at the Dompu Regency

Cooperatives and MSMEs Department, there are 20 MSMEs that have been registered on website kemenkopukm.go.id, and we can also see in daily activities where the average business place in Dompu Regency is now marketing and selling online, but is the rise of e-commerce able to increase sales of MSME products in Dompu Regency. Therefore, the aim of this research is to analyze the influence of digital marketing and customer relationship management on the level of sales of MSME products in Dompu Regency.

### **Product Sales Level**

Product sales level is the number of product units sold in a certain time period. Nugraha, J. P. (2025) Sales level can also be interpreted as achieving maximum profit within a certain period of time. The level of product sales can be measured based on product units sold. Sales volume is the total sales obtained from traded commodities in a certain period (Hasan Gola, 2023). Indicators of the level of sales of MSME products can be measured through several factors, such as sales volume (number of products sold), income generated, market share, customer satisfaction and sales growth.

### **Digital Marketing**

Digital marketing, marketing channels are a means that according to (Sembiluh & Sulistiadi, 2022) a digital marketing expert, digital marketing channels are a means by which brands can contact and communicate with consumers through digital platforms and technology. These channels include various strategies such as social media, video marketing, content marketing, paid advertising, and more. Hyder emphasizes the importance of choosing channels that are relevant to the target market and using a creative approach to achieve the desired results.

There are six indicators in implementing digital marketing formulated by Iqbal, M.A. (2021), including: accessibility, interactivity, entertainment, credibility, irritation, informative. This

hypothesis was built from research conducted by (Akbar, 2022); (Sandiva, 2024); (Ledy et al. 2023) which shows that the results of digital marketing research followed by the customer relationship process have a significant influence on MSMEs.

H1: It is suspected that there is an influence of digital marketing on the level of sales of MSME products in Dompu Regency.

### Customer Relationship Management

According to (Buttle & Maklan, 2015) in the book Customer Relationship Management, Concept and Technologies, Third Edition, CRM is an approach or process for an organization to select, retain and acquire customers and to enable the organization to coordinate customer interactions across several channels, departments, business lines and geographies. CRM helps an organization to maximize the value of every customer interaction and drives the company to excel. According to (Hasan, Samuel, et al., 2023) CRM stores customer information and stores and records all contacts that occur between customers and businesses, as well as creating customer profiles for business stars who need information about their clients. It can be concluded that CRM is a process where companies or organizations store and collect data related to their customers for the purpose of retaining customers and maintaining good relationships with customers. Customer Relationship Management (CRM) indicators include technology, processes, knowledge, human resources and customer satisfaction. This hypothesis was built from research results (Hasan, Agustin, et al., 2023); (Hasan, Samuel, et al., 2023)

H2: It is suspected that there is an influence of Customer Relationship Management on the level of sales of MSME products in Dompu Regency

### METHOD

This research uses a quantitative approach that is systematic, structured, and based on the positivism paradigm

(Sugiyono, 2020). The sample in this study was 20 MSMEs registered on the official website of the Ministry of Cooperatives and SMEs, with 30 copies of a questionnaire distributed as the main data collection tool. The data obtained is numerical and analyzed statistically to test the research hypothesis.

The data sources used include primary data and secondary data. Primary data was obtained directly from MSME respondents through questionnaires, while secondary data was obtained from documents, historical reports and relevant literature through online searches.

The data analysis technique used is multiple linear regression, which aims to test the influence of the independent variable on the dependent variable simultaneously. Data processing was carried out using SPSS version 23 software. Multiple Linear Regression Analysis The general multiple regression equation according to Sugiyono (2010:277) is:  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$ . After carrying out multiple regression analysis, the author carries out partial or simultaneous hypothesis testing

## RESULTS AND DISCUSSION

### Results

#### 1. Classical Assumption Test

##### a. Normality Test

Table 2: Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	30
Test Statistic	.185
Asymp. Sig. (2-tailed)	.110 <sup>c</sup>

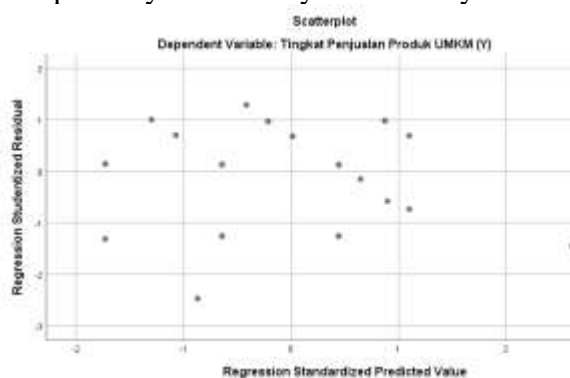
Primary Data Source: 2025

The normality test was carried out using the Kolmogorov-Smirnov method on the residuals generated from the regression model. The results show a significance value of 0.110, greater than the alpha value

of 0.05. This shows that the residual data distribution is normal, which means the regression model meets the normality assumption.

### b. Heteroscedasticity Test

This test is carried out through visual analysis *scatterplot* between *standardized residual* with *standardized predicted value*. The results show that the dots are distributed randomly and do not form a particular pattern, either spread symmetrically or conically.



Picture 1 : scatterplot

This shows that there is no heteroscedasticity problem, namely a condition where the residual variance is not constant. The heteroscedasticity that occurs can cause model estimates to be inefficient and standard errors to be biased. In the absence of this symptom, the model is *considered* to have residual variance stability, so that the estimated regression coefficients become more accurate and reliable.

### c. Multicollinearity Test

Test this *seen* from the Tolerance and Variance Inflation Factor (VIF) values. The tolerance for X1 (Digital Marketing) and X2 (CRM) is 0.865 each, and the VIF is 1.156.

Table 3: Multicollinearity Test

Coefficients

Model

Collinearity  
Statistics

		VIF
1	(Constant)	
	Digital Marketing (X1)	1.156
	Customer Relationship Management (X2)	1.156

Primary Data Source: 2025

These values indicate that there is no multicollinearity relationship between the independent variables. In the context of regression, high multicollinearity causes instability in the estimation of regression coefficients, because it is difficult to uniquely identify the influence of each independent variable. In the absence of symptoms of multicollinearity, the two independent variables are independent of each other in explaining variations in the dependent variable, and their respective contributions can be interpreted clearly.

## 2. Hypothesis Testing

### a. t Test (Partial)

Table 4: t test (partial)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
1 (Constant)	.840	2.625		.320
Digital Marketing (X1)	.397	.127	.394	3.125
Customer Relationship Management (X2)	.607	.137	.558	4.419

Primary Data Source: 2025

Digital Marketing (X1) has a t-value of 3.125 and a significance of 0.004. Customer Relationship Management (X2) has a t-value of 4.419 and a significance of 0.000.

Both significance values are smaller than 0.05, which means that Digital Marketing and CRM each have a significant influence on increasing MSME sales. A larger t value for CRM indicates that its influence is stronger compared to Digital Marketing. Theoretically, this reflects that building and maintaining customer relationships on an ongoing basis has a more direct influence on repeat purchase decisions, loyalty and increasing sales volume than simply promotions through digital media.

#### b. F Test (Simultaneous)

Table 5: F Test (Simultaneous)

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	24.803	2	12.401	22.782	.000 <sup>b</sup>
Residual	14.697	27	.544		
Total	39.500	29			

Primary Data Source: 2025

The F test results show the value of  $F = 22.782$  with a significance of 0.000 ( $< 0.05$ ). This shows that simultaneously, the two independent variables (Digital Marketing and CRM) together have a significant influence on the dependent variable, namely MSME sales. This means that the combination of digital marketing strategies and customer relationship management will have a synergistic and more optimal impact in improving MSME business performance. This reinforces the

importance of an integrated approach in modern marketing strategy.

#### c. Coefficient of Determination ( $R^2$ )

Table 6: Test ( $R^2$ )

#### Model Summary<sup>b</sup>

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792 <sup>a</sup>	.628	.73780	1.671

Primary Data Source: 2025

The  $R^2$  value is 0.628, which means that 62.8% of the variation that occurs in MSME sales levels can be explained by a combination of Digital Marketing and CRM variables. The remaining 37.2% is influenced by other factors not examined in this model, such as product quality, price, location, service and market competition.

#### DISCUSSION

The research results show that the two independent variables, namely Digital Marketing (X1) and Customer Relationship Management (X2), have a positive and significant influence on increasing sales of MSME products (Y). This is consistent with modern marketing theory which states that the combination of digital strategy and customer relations is a key factor in increasing the competitiveness of small businesses.

The regression coefficient of X1 of 0.397 indicates that every 1 unit increase in digital marketing score will increase sales by 0.397 units, assuming other variables are constant. Meanwhile, the X2 regression coefficient of 0.607 means that CRM has a greater contribution in driving increased sales, indicating the importance of managing customer relations strategically and sustainably.

The validity of the model is strengthened by the discovery of no violations of the classical assumption test. This means that the results obtained are

statistically valid enough to draw conclusions. With an  $R^2$  value of 0.628, it can be concluded that digital and relational strategies contribute to the majority of MSME sales success, making them a priority in MSME mentoring and development programs.

## CONCLUSION

1. Digital Marketing and Customer Relationship Management partially or simultaneously have a significant effect on increasing sales of MSME products. This shows that the application of information technology and an integrated relational approach can strengthen the market position of MSMEs.
2. The regression model used in this research meets all classical assumptions, including normality, the absence of heteroscedasticity, no multicollinearity, and there is a linear relationship between variables, so the model is suitable as a basis for decision making.
3. The coefficient of determination ( $R^2$ ) of 0.628 indicates that this model has high predictive power. The remaining 37.2% opens up opportunities for further research by including other variables such as product quality, price, or distribution strategy.
4. Customer Relationship Management is the most dominant variable in influencing increased sales. Therefore, MSME players are advised not only to focus on digital promotions, but also to build long-term relationships with customers as a sustainable growth strategy.

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