THE EFFECT OF DIGITAL MARKETING AND PRODUCT QUALITY ON INCOME INCREASE AT PAPUA GALLERY

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Abstract

The purpose of this study was to determine the effect of digital marketing and product quality variables on revenue at the Papua Gallery. The analysis technique used in this study was quantitative descriptive, using multiple linear regression. The results of this study are: Hypothesis 1 can be said to have an effect of digital marketing on Papua Gallery's revenue, because the significance value is less than 5% (0.0317 < 0.05), and the calculated t-value is greater than the t-table (2.215 > 2.052), thus H2 is accepted. Hypothesis 2 can be said to have an effect of product quality on Papua Gallery's revenue, because the significance value is less than 5% (0.007 < 0.05), and the calculated t-value is greater than the t-table (3.156 > 2.052), thus H1 is accepted. The F-test was used to examine the effect of the independent variables, namely digital marketing and product quality, together on the y variable (revenue). The F test uses the ANOVA table or F test, so that variables X1 and X2 together have an effect on Y.

Keywords: *digital marketing, product quality, income*

INTRODUCTION

The development of the era where technology is increasingly advanced has encouraged the creation of a digital era where society has become dependent on technology, including internet use. Currently, mobile phones commonly called smartphones can access the internet anywhere and anytime. In this digital era, purchasing decisions are made based on how often businesses appear on smartphones, in this case for example advertisements on Instagram, Facebook, Tik-Tok, because now consumers look at their smartphones more often than television, so purchasing decisions are made when someone randomly advertises on social media whether you feel interested or what product they want at the moment (Narayana & Rahanatha, 2020). However, in the face of changing times and changing consumer behavior, MSMEs face the challenge of adapting to technology, particularly in marketing. Digital marketing has become a crucial strategy for reaching a wider audience, increasing business visibility, and boosting sales volume. Through social media, websites, and marketplaces, MSMEs like Galeri Papua have the opportunity to grow their businesses without being limited by distance or geographic location.(Febryanti & Utami, 2023)

Beyond marketing strategy, product quality is also crucial to the success of an MSME. Quality products, in terms of design, durability, uniqueness, and functional value, will increase customer satisfaction and encourage repeat purchases. In the context of cultural products like those offered by the Papua Gallery, maintaining product authenticity and quality is key to building consumer trust. However, there is limited local research specifically addressing how digital marketing and product quality can influence the revenue growth of MSMEs in Sorong, particularly at the Papua Gallery. Therefore, this study is crucial to determine whether these two variables significantly influence MSME revenue. The results are expected to provide practical insights for MSMEs in developing marketing strategies and improving product quality, as well as providing input to the local government in supporting the sustainability of local MSMEs. According to Kotler and Armstrong (2018) Digital marketing and social media use digital marketing tools such as websites, social media and applications, online videos, emails, blogs, and other digital platforms to reach consumers anywhere and anytime via computers, smartphones, tablets, and other digital devices. Nowadays every business seems to reach their customers through several websites, social media such as Tik-tok, Facebook, Instagram, YouTube videos, emails and online applications such as Tokopedia, Lazada,

Shopee, Zalora, Bukalapak, Blibli, and other Tik-tok can. solutions to solve consumer problems when shopping.(Fanlikhin et al., 2023)

LITERATURE REVIEW

A. Definition and Indicators of Digital Marketing

Digital marketing is the promotional activity of products or services through digital media such as the internet, social media, email, and other digital applications. According to Kotler and Keller (2016), digital marketing is the use of technology to create value, communicate value, and deliver value to consumers interactively.

The digital marketing indicators used in this study refer to the theory of Chaffey & Ellis-Chadwick (2019), namely:
1. Website/Marketplace
2. Social media
3. Online advertising
4. Interactivity

B. Definition and Indicators of Product Quality

According to Garvin (1987), product quality can be measured through several dimensions, including performance, features, reliability, and durability. Good product quality will increase customer satisfaction and loyalty. In the context of MSMEs, product quality is crucial because it is related to the company's image and long-term business sustainability.

The indicators used in this study refer to Garvin's theory, namely:(Fanlikhin et al., 2023)
1. Product performance
2. Product durability
3. Aesthetics (design and appearance)
4. Uniqueness and characteristics of the product

C. Definition and Indicators of Increasing MSME Income

MSME income refers to the business results received by business owners from their operational activities. According to Sugiyono (2015), increased revenue can be measured by increases in turnover, net profit, and business growth over time.

Indicators used in this study:
1. Increased turnover
2. Increased profits
3. Growth in the number of customers
4. Monthly income stability

METHOD

A. Research Design

This research is an associative quantitative study, which aims to determine the extent of the relationship and influence between the independent variables, namely Digital Marketing (X_1) and Product Quality (X_2), on the dependent variable, namely MSME Income Increase (Y). Data were collected by distributing questionnaires to respondents and analyzed statistically.

B. Research Population and Sample

The population in this study was all 30 MSMEs selling their products at the Papua Gallery. The sampling technique used was saturated sampling, meaning the population also served as the research sample. The sample size for this study was 30 respondents.(Yayuk & Sugiyono, 2019)

C. Data Types and Sources

In this study, the data used consists of two types, namely: Primary Data: Primary data was obtained directly from respondents through distributing questionnaires to the owners of the Papua Gallery MSMEs and consumers who shop at the Papua Gallery in Remu Market, Sorong City. This data includes respondents' perceptions of digital marketing, product quality, and MSME income. 2) Secondary Data; Secondary data was

obtained from various documents, literature, scientific journals, reference books, and reports relevant to the research topic. This data is used to strengthen the theoretical basis and support the analysis of research results.

D. Identification and Measurement of Variables

In this study, there are three main variables: two independent variables and one dependent variable. The following is the identification and measurement method for each variable:

1. Independent Variable (X)
   a) Digital Marketing (X1); Digital marketing is the promotion of products or services through digital media, such as social media, websites, and other digital platforms. Indicators:
      1. Use of social media (Instagram, Facebook, etc.)
      2. Website availability and quality
      3. Responding to customers online
      4. Digital advertising and promotional content
      5. Easy access to digital product information(Syauqoti & Ghozali, 2018)
      Measurement Scale: Likert Scale 1–5 (Strongly Disagree – Strongly Agree)(Wibowati, 2021)
   b) Product Quality (X2): Product quality is the overall characteristics of a product that affect its ability to meet consumer needs.
      Indicators (based on Garvin, 1987):
      1. Performance
      2. Reliability
      3. Durability
      4. Aesthetics
      5. Conformance to specifications (Conformance)

2. Dependent Variable (Y); Increase in MSME Revenue (Y); MSME revenue is measured by changes in the amount of profit or income after digital marketing and product quality improvements. Indicators: Increase in sales; Growth in turnover or income, Frequency of customer transactions, Market expansion or customer reach

E. Data collection technique

Data collection techniques are carried out through:

1. Questionnaire
   The main instrument in this study was a questionnaire designed based on indicators for each variable. The questionnaire used a Likert scale with five answer options:
   1 = Strongly Disagree,
   2 = Disagree,
   3 = Neutral,
   4 = Agree,
   5 = Strongly Agree.
2. Literature review
   Secondary data is obtained through books, journals, theses, and other scientific sources relevant to the research variables.(Munawaroh et al., 2023)

F. Data Analysis Techniques

The data analysis technique used in this research consists of several stages, namely:

1. Research Instrument Testing
   a. Validity Test: Validity tests are conducted to determine the extent to which an instrument (questionnaire) is able to measure what it is supposed to measure. In this study, the validity test was conducted using the Pearson Product Moment Ghozali correlation.(Ghozali & Kusumadewi Aprilia, 2023)
   b. Reliability Test: Reliability tests are used to determine the consistency of research instruments. The technique used is Cronbach's Alpha, where an instrument is considered reliable if the Cronbach's Alpha value is > 0.60.
2. Classical Assumption Test
   The classical assumption test is used to determine whether there is residual normality, multicollinearity, autocorrelation and heteroscedasticity in the regression model (Riyanto(Riyanto & Hatmawan, 2020)). A good linear regression model is said to be a good model if the model meets several classical assumptions (Djaali),

namely normally distributed residual data, no multicollinearity and heteroscedasticity (Dea Aulia(Sari sasi gendro, 2022)). The tests carried out include:

a. Normality Test (Erli Barlian(Prof. Dr. Eri Barlian, 2021)), the normality test in the regression model is used to test whether the residual values resulting from the regression are normally distributed or not. The normality test uses the one-sample Kolmogorov Smoirnov test. According to(Waruwu, 2023)Wawuru, that the normality test was carried out using the Kolmogorov-Smirnov test with the following test criteria:

➢ Significance > 0.05, then the data is normally distributed.
➢ Significance < 0.05, then the data is not normally distributed

b. The multicollinearity test aims to test whether a high or perfect correlation is found between independent variables in the regression model. The basis for decision-making can be done (Sugiyono) in two ways.(Sugiyono, 2023), that is :

1) View tolerance value:
➢ If the tolerance value > 0.10, it means that there is no multicollinearity in the data being tested.
➢ If the tolerance value is <0.10, it means that multicollinearity occurs in the data being tested.

3. Viewing the VIF value:
➢ If the VIF value is < 10.00, it means that there is no multicollinearity in the data being tested.
➢ If the VIF value > 10.00, it means that multicollinearity occurs in the data being tested.

a. Heteroscedasticity Test; Heteroscedasticity test with Glejser SPSS: This test is basically aimed at testing whether in the regression model there is inequality in the variance of the residuals from one observation to another observation.(Jamaluddin et al., 2021)If the variance of the residuals from one observation to another remains constant, it is called homoscedasticity. If the variances differ, it is called heteroscedasticity. A good regression model should not experience heteroscedasticity, according to Ghozali.

The basis for decision making in the heteroscedasticity test is: - if the significance value > a = 0.05, the conclusion is that heteroscedasticity does not occur.
➢ If the significance value < a = 0.05, the conclusion is that heteroscedasticity occurs.

b. Multiple Linear Regression Analysis

This technique is used to determine the influence of Digital Marketing (X1) and Product Quality (X2) simultaneously and partially on the increase in MSME income (Y). The multiple regression equation used is:

$Y = α + β1X1 + β2X2 + e$

Where:
Y = MSME Income
X1 = Digital Marketing
X2 = Product Quality
α= Constant
β1,β1 = Regression coefficient
e = Error

4. Hypothesis testing, hypothesis testing is a procedure carried out in research with the aim of being able to make a decision to accept or reject the proposed hypothesis.

a. Partial t-test, the t-test is used to determine the influence of each independent variable (Sugiyono(Sugiyono, 2023)). According to Sari(Sari sasi gendro, 2022), The t test aims to see how far the influence of one independent variable individually in explaining the variation of the dependent variable. The calculated t value is compared with the t table value at the confidence level (1-a) x 100% and degrees of freedom n – k (number of observations minus the number of parameters. The testing criteria of the t test are if the calculated t ≥ t table (the calculated t is greater than or equal to the t table) then Ha is accepted and Ho is rejected. Meanwhile, if the calculated t ≤ t table (the calculated t is less than or equal to the t table) then Ho is accepted and Ha is rejected. Based on significance: 1. If the significance > 0.05, then Ho is accepted. 2. If the significance < 0.05, then Ho is rejected.

b. F test (simultaneous), F test in multiple linear regression analysis aims to determine the influence of independent variables simultaneously, which is shown in the ANOVA (Analysis of Variance) table using a significance level of α = 0.05. The calculated F value is then compared with the F table value, with degrees of freedom df denominator n – k and df nominator k – 1. The significance test rule based on the F value is if the calculated F ≥ F table then Ho is rejected meaning it is significant. Meanwhile, if the calculated F ≤

F table then Ho is accepted meaning it is not significant. Testing Criteria (Based on Significance): 1. If significance > 0.05 then Ho is accepted 2. If significance < 0.05 then Ho is rejected

c. The coefficient of determination (adjustment R^2) is a coefficient that explains the relationship between the dependent variable (Y) and the independent variable (X) in a model. The coefficient explains how much of the variation in the dependent variable is explained by the independent variable. This coefficient value lies between 0 and 1. A small value means the ability of the independent variables to explain the dependent variable is very limited. A value close to 1 means the independent variables provide almost all the information needed to predict the related variables. The closer the number is to 1, the better the regression line because it is able to explain the actual data. The closer the number is to zero, the less good the regression line is.

RESULTS AND DISCUSSION

A. Respondent Data Description

In this study, there were 30 respondents, the characteristics of the respondents were seen from several aspects of gender and status, including:

Table 1 Respondent Characteristics

No	Information	Frequency	Percentage
1	Gender		
	Man	11	36.7
	Woman	19	63.7
2	Status		
	Owner	1	3.3
	MSMEs	29	96.7

Source: processed primary data, 2025

Based on Table 1, the respondent characteristics show that the dominant gender group is female, representing 19 respondents (63.7%). Meanwhile, based on business status, 29 respondents (96.7%) are MSMEs.

B. Data Analysis Results

1. Validity and Reliability Test

This study used Pearson Correlation to test the validity of the research instrument. Decision-making was done by comparing the calculated r value and the table r value. The decision-making condition is that if the calculated r value > table r value, the data used is declared valid. Conversely, if the calculated r value < table r value, the data used is invalid. The df value = 30 – 2 = 18, then df = 0.306

Table 2 Validity Test Results

Statement statement	r-count	r-table	Information
Statement of variable X1 (digital marketing)			
I found out about the Papua gallery through social media.	-	0.306	Invalid
I often see Papua Gallery promotions on digital platforms	0.205	0.306	Invalid
Papua Gallery product information is updated regularly	0.540	0.306	Vslid
Papua Gallery admin's response to customers is quite fast	0.879	0.306	Valid
The digital purchasing process is very easy to do	0.745	0.306	Valid
Product Quality Statement (X2)			
Products from Papua Gallery have good durability	0.621	0.306	Valid
Papua gallery products are visually appealing (aesthetic)	0.673	0.306	Valid
The product matches the description given in digital media.	0.704	0.306	Valid
The materials used are of high quality	0.714	0.306	Valid
I am satisfied with the quality and quality of the Papua gallery	0.620	0.306	Valid
Statement of Increase in income (Y)			
Monthly turnover increased compared to before digital promotion	0.948	0.306	Valid
Net profit has increased in recent months	0.948	0.306	Valid
The number of customers increases	0.286	0.306	Valid
The number of sales transactions increased	0.948	0.306	Valid

Source: processed primary data, 2025

The statistical test results using the Pearson correlation value indicate that two indicators of variable X1 are declared invalid, thus these indicators are not used in the subsequent statistical test process. Meanwhile, the other indicator values show numbers above 0.306, so it can be concluded that variables X1 (digital marketing), X2 (product quality), and Y (revenue) are declared valid. Reliability testing in research using Cronbach alpha theory, there are several conditions for decision making, where if the value of CA (Cronbach alpha) > 0.60(Binus University, 2021)then the data used can be stated to be reliable.

Table 3 Reliability Test Results

Variable	CA	Reliability test results	Information
Digital marketing	0.60	0.786	Reliable
Product quality	0.60	0.764	Reliable
Income	0.60	0.889	Reliable

Source: processed primary data, 2025

Based on the output results, the Cronbach alpha value obtained was greater than 0.60 (CA > 0.60) so it can be stated that the 12 statement items (invalid not used) are reliable.

2. **Classical Assumption Test**
   a) Normality Test

   Normality test using the one sample Kolmogorov Smoirnov test. According to(Waruwu, 2023)Wawuru, that the normality test was carried out using the Kolmogorov-Smirnov test with the following test criteria:

   ➢ Significance > 0.05, then the data is normally distributed.
   ➢ Significance < 0.05, then the data is not normally distributed

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	.54615404
Most Extreme Differences	Absolute	.486
	Positive	.486
	Negative	-.392
Test Statistics		.486
Asymp. Sig. (2-tailed)		.090c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

b) Multicollinearity Test

The basis for decision making can be done (Sugiyono)(Sugiyono, 2022)) in two ways(Sugiyono, 2023), namely: Looking at the tolerance value: If the tolerance value > 0.10, it means that there is no multicollinearity in the data being tested and If the tolerance value < 0.10, it means that there is multicollinearity in the data being tested. Looking at the VIF value: If the VIF value < 10.00, it means that there is no multicollinearity in the data being tested and If the VIF value > 10.00, it means that there is multicollinearity in the data being tested.

Table 4 Multicollinearity Test Results

Variable	VIF value	Tolerance	Information
Digital marketing (X1)	1,440	0.695	There is no multicollinearity
Product quality (X2)	1,440	0.695	There is no multicollinearity

Source: processed primary data, 2025

c) Heteroscedasticity test

The basis for decision making in the heteroscedasticity test is: - if the significance value > a = 0.05, the conclusion is that heteroscedasticity does not occur.
If the significance value < a = 0.05, the conclusion is that heteroscedasticity occurs.

Table 5 Heteroscedasticity Test Results

Coefficientsa

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	-1.045	1,514		-.690	.196
digital marketing	.038	.117	.074	.325	.008
product quality	.032	.071	.102	.449	.007

a. Dependent Variable: Abs_RES
Source: processed primary data, 2025

Based on the results of the Glejser test, by observing the abs_RES variable acting as the dependent variable. The significance value for variable X1 is 0.008, while variable X2 is 0.007. So the significance value (sig) is smaller than 0.05, so according to the basis for decision making in the Glejser test, it can be concluded that there are symptoms of heteroscedasticity in the regression model.

3. **Multiple Regression Equation**

Table 6 Multiple Regression Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	11,457	1,642		6,977	.000
digital marketing	.020	.127	.036	3,156	.007
product quality	.017	.077	.050	2,215	.031

Source: processed primary data, 2025

From the results of the multiple linear regression above, the multiple regression equation is as follows:
$Y = 11{,}457 + 0.020\ X1 + 0.017\ X2$

4. **Statistical Test**

The t-test is used to test hypotheses and show how much influence each independent variable has, either partially or individually, on the dependent variable. The t-test is performed by comparing the calculated t-value and the tabulated t-value. The test can also be performed using significance values.

Based on the output coefficient results, it can be seen that the significance value of X1 = 0.007 and the significance value of X2 = 0.031. Then $\alpha = 5\% = 0.05$; df = 30 – 3 = 27, t table = 2.052, then

Hypothesis 1 can be said that there is an influence of digital marketing on the income of the Papua Gallery, because the significant value is less than 5% (0.0317 < 0.05), then the calculated t value is greater than the t table (2.215 > 2.052) so H2 is accepted.

Hypothesis 2 can be said that there is an influence of product quality on the income of the Papua Gallery, because the significant value is less than 5% (0.007 < 0.05), then the calculated t value is greater than the t table (3.156 > 2.052) so H1 is accepted.

5. **F test (simultaneous)**

The F test is used to examine the effect of the independent variables, namely digital marketing and product quality, simultaneously on variable y (income). The F test uses an ANOVA table or F test, so variables X1 and X2 jointly influence Y.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.050	2	.025	4,178	.025b
Residual	8,650	27	.320		
Total	8,700	29			

a. Dependent Variable: income
b. Predictors: (Constant), product quality, digital marketing

Source: processed primary data, 2025

$\alpha = 5\% = 0.05$ F table: k = 2, nk = 30-2 = 28 obtained F-table = 3.34 from the results of the F test above it can be seen that the calculated F is 4.178 > F table 3.34, so there is an influence of X1 (digital marketing) and X2 (product quality) simultaneously on Y (income), and the significance value is 0.025 <0.05, so the third hypothesis (H3) is accepted.

5. **Coefficient of Determination Test**

The coefficient of determination test aims to determine the extent of influence of the independent variable on the dependent variable. The coefficient of determination ranges from 0 to 1.

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.776a	.306	.068	.566

a. Predictors: (Constant), product quality, digital marketing

b. Dependent Variable: income

Source: processed primary data, 2025

From the results of the R² test, the R² value was obtained = 0.306, which means that the contribution of digital marketing and product quality together to the high and low quality of service was 30.6%, and the remaining 69.4% was influenced by other variables outside the research variables.

CONCLUSION

Based on the results of the discussion, it can be concluded that Hypothesis 1 can be said that there is an influence of digital marketing on the income of the Papua Gallery, because the significant value is smaller than 5% (0.0317 <0.05), then the calculated t value is greater than the t table (2.215> 2.052) then H2 is accepted. Hypothesis 2 can be said that there is an influence of product quality on the income of the Papua Gallery, because the significant value is smaller than 5% (0.007 <0.05), then the calculated t value is greater than the t table (3.156> 2.052) then H1 is accepted. The F test is used to test the effect of independent variables, namely digital marketing and product quality together on variable y (income). The F test uses an anova table or F test, so together the variables X1 and X2 have an effect on Y.

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