
The Influence of Digital Promotion, Product Quality, and Service Quality on Increasing Sales of Rinings Fried Shallots

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Abstract

Research aim: This study aims to explore how online ads, product quality, and service quality impact the sales growth at Brambang Goreng Rinings, a company located in Nganjuk..

Design/Method/Approach: This research used numbers to understand customer opinions. It included asking people who had seen online ads and had bought things before. Information was gathered using a set questionnaire and looked at with a method called multiple linear regression.

Research Finding: The findings show that online advertising and the quality of the products have a big effect on sales growth. Effective online ads, like those on social media, can raise awareness of the brand and influence people's buying choices, which can lead to higher sales. High-quality products also help increase sales by making customers happier and building their trust. On the other hand, the quality of service did not have a big impact on sales growth. This means that, in this case, the service provided is viewed as just meeting the basic expectations.

Theoretical contribution/Originality: This study contributes to the marketing literature by focusing on local food products, highlighting the importance of integrated marketing elements in driving business growth in the digital era. The research also identified digital promotional strategies and product quality as key drivers of effective sales growth.

Practitioner/Policy implication: These findings provide practical recommendations for business owners to leverage digital promotions and improve product quality to achieve increased sales.

Research limitation: This study was limited to one type of food product and one location, so the results may not be fully generalized to other businesses. Future research suggests expanding the research area or comparing businesses from different industries.

Keywords: Digital Promotion, Product Quality, Service Quality, Sales Increase, Fried shallot Rinings

1. Introduction

Often called MSMEs, small and medium-sized businesses are very crucial in promoting the economic development of a nation. They help significantly by offering jobs and improving life for people [1]. Maintaining and growing sales is proving very challenging for MSMEs, nevertheless, because of fierce market competition and changes in consumer consumption patterns that have switched to digital platforms. [2]. In a difficult market, micro-, small, and medium enterprises may find great benefit in digital marketing. This technique might improve how companies serve their consumers in addition to boosting sales [3]. For instance, Brambang Goreng Rinings MSMEs in Nganjuk, despite selling traditional cuisine items with unique flavors and guaranteed quality yet face challenges in reaching maximum sales surges. Limited digital marketing plans and flaws in customer service are the chief cause. and deficiencies in customer service.

Promoting, Kotler, Armstrong, and Balasubramanian say (2018) is quite important for marketing. It seeks to create connections with consumers and demonstrate the great value of a product. Social media sites like Instagram, TikTok, and Facebook are now quite crucial for raising brand awareness and influencing customers' decisions about buying [4]. Effective internet marketing lets companies and consumers communicate, which can boost sales. How well this play depends mostly on how good the product and services are, though. This is vital since consumers need to be satisfied with what they buy in order to come back and purchase again [5].

In this respect, product quality pivots on meeting consumer demands and expectations, both visible and latent [6]. Consumers consider high quality those products that satisfy these standards. [7]. Moreover, the quality of service is very important in how customers view a business. Great service that meets what customers expect helps to make them happy.[8], which ultimately drives loyalty, long-term loyalty, and the possibility of recommending a product or service to others [9].

Many past research projects have looked into how digital marketing, the quality of products, and services all connect with how consumers buy things or stay loyal to a brand. One such research done by Khairul Ihsan in (2024) discovered that these three factors greatly influence customer loyalty at Kedai Hayoo Indonesia.[10]. Furthermore, research by Jasumin Rio (2022) found that digital promotion and service quality affect purchase decisions at Soe Kutabumi Coffee [11]. Another study by Lailla Nor in 2022 looks at how digital marketing and the quality of products affect how much MSMEs sell in Depok. [12]. Based on the review, it was identified that there have not been many studies that have simultaneously tested these three variables in the context of traditional food MSMEs, especially those that focus directly on indicators of increasing sales.

This study seeks to provide fresh data by examining how digital advertising on social media, product quality, and service quality interact to increase the sales of Brambang Goreng Rinings small businesses given the lack of research on this subject. Testing these three regions simultaneously, especially with local cuisine products, is uncommon. Therefore, this study aims to present a new perspective on clever and practical marketing strategies for small local enterprises coping with digital world difficulties.

This study mostly aims to investigate and elucidate how sales growth of Brambang Goreng Rinings small enterprises in Nganjuk, is affected by social media advertising, product quality, and service quality. The results of this study are intended to offer insightful ideas that will aid others in better understanding internet marketing. They also hope to provide small company owners with useful suggestions on how to raise their revenues and remain competitive using a range of marketing tactics.

1.1. Statement of Problem

Recently, Brambang Goreng Rinings has experienced significant changes in their sales, with some times showing a decrease of as much as 30%, even though their products are up to standard. This situation shows that their social media advertising isn't working effectively, and there is still a need to improve the quality of their products and services to attract and keep customers.

1.2. Research Objectives

The aim of this study is to explore how three key factors social media marketing, product quality, and service quality help small businesses, known as MSMEs, boost their sales at Brambang Goreng Rinings in Nganjuk. This research specifically seeks to understand how social media marketing affects sales, examines how good product quality helps in selling, and evaluate how excellent service quality contributes to increased sales. Ultimately, this research also wants to find out how these three elements social media marketing, product quality, and service quality work together to improve sales for the MSMEs at Brambang Goreng Rinings.

2. Method

The research took a numerical approach with a type of study that seeks to find relationships. This choice to use numbers comes from the study's goal, which is to learn how different factors are related to each other through statistics and numerical data. [13]. The goal is to properly understand how strong and in what way the relationship between the several items under investigation is.

Found in Ploso, Nganjuk Regency, Micro, Small, and Medium Enterprises (MSMEs) Brambang Goreng Rinings hosted the research. Planning, collecting data, processing it, and producing the final report span three months the whole research period.

All clients who bought goods from Brambang Goreng Rinings were included among the group of people investigated. We view the group as an unlimited population since we are unsure of precisely how many actual clients there are and it seems like it might be many. The sample was selected following a precise approach with three main criteria: (1) The respondent had bought Rinings fried brambang products; (2) The respondent had encountered digital promotional material from Brambang Goreng Rinings; and (3) Respondents are at least 17 years old.

The information employed in this study comes from a survey using Google Forms, an internet tool, which gathers primary data. Participants answered questions on a scale of one to five, where one signified strong disagreement and five meant strong agreement. The survey addressed these major subjects: Digital Promotion (X_1): Message appeal, information clarity,

frequency of posting, and social media effectiveness. Product Quality (X_2): Taste, cleanliness, crispness, packaging, and product suitability. Quality of Service (X_3): Speed of service, friendliness, responsiveness, information clarity, and booking simplicity. Sales Increase (Y): The number of transactions, purchasing frequency, product demand, and perceived sales rise.

Data collection was carried out online by distributing questionnaire links via WhatsApp for two weeks. To ensure sample suitability, the questionnaire is equipped with *screening questions* at the beginning.

Before proceeding further, it is quite vital to confirm the dependability and accuracy of the tool we are utilizing. To see if it was accurate, we checked it utilizing a technique known as Corrected Item-Total Correlation. All the correlation values were more than the number from the r-table, 0.196, therefore every question was acceptable to use. Cronbach's Alpha was used to assess the tool's dependability. All the components worked well as the marks exceeded 0.60. With values between 0.936 and 0.950, the Alpha scores demonstrate the tool's consistency and reliability.

To meet the requirements of regression analysis, particularly a Normality Test to determine whether our data conforms to a normal distribution, we performed a test. When the points on the P-P Plot graph are near the diagonal line, we may see this. There are no multicollinearity problems since the VIF number is under 10 and the Tolerance value is above 0.10. Regarding heteroscedasticity, we lack it as the scatterplot lacks an obvious pattern.

Using multiple linear regression, a study was conducted to determine how sales are influenced by digital marketing, product quality, and service quality. The equation used for this regression was $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$. To examine the link of each of the independent variables (X_1 , X_2 , X_3) to the dependent variable (Y), a particular kind of test called a t-test (Partial) was employed. Another test, F (Simultaneous), evaluated how the dependent variable related to all three independent factors operating in concert. Results are significant if the significance level falls below 0.05. The R-squared value (R^2) reveals how much of the sales growth results from alterations in product quality, service quality, and digital promotion.

This study takes an associative quantitative approach that seeks to find the cause-and-effect relationships between different factors using numbers and statistical methods. [13]. Brambang Goreng Rinings, in Ploso, Nganjuk Regency, carried out this study. The research considered all the individuals who made a purchase, hence it is deemed infinite because we lack knowledge of how many there are. Non-probability purposive sampling selecting 100 people who fit specific criteria: (1) Having purchased a product, (2) Exposed to digital promotions, (3) being at least 17 years old.

3. Results and Discussion

The results of data analysis are discussed here to see how sales growth of Brambang Goreng Rinings is affected by Digital Promotion, Product Quality, and Service Quality. For our statistical analysis, we employed several linear regressions using SPSS software. Three primary tables present the results of this research: the Determination Coefficient Test (R Square), the simultaneous test (F Test), and the partial test (t-test).

Before understanding the multiple linear regression model better, we first did an assumption test. This is important to make sure that the regression model we are using is the best, fair, and meets the BLUE (Best Linear Unbiased Estimator) standards. The assumption tests done in this study include testing for normality, multicollinearity, and heteroscedasticity.

Normality Test

Looking at the graph, we observe that the data points are grouped tightly and follow a straight line slanted down at a 45-degree angle from the bottom left to the top right. This pattern points to a regular distribution of the remaining results from the regression model. This model is so fit for more investigation because it satisfies the normality criterion, a crucial condition for carrying out several linear regression analyses.

Multicollinearity Test

Every aspect we examined, including Digital Promotion, Product Quality, and Service Quality, revealed a VIF value below 10 and a Tolerance value over 0.10 depending on the data. The lowest Toleranz value was 0.110 (still over 0.10), while the highest VIF value was 9.131 (still under 10). This shows that we can have faith in the regression model's lack of collinearity problems.

Heteroscedasticity Test

The graph data points seem to be dispersed randomly and do not produce a distinct cone shape. Furthermore, distributed above and below the zero line are the points. Because the other variations are constant, the regression model has no problems with sporadic variance; therefore, the variance is stable.

Normality, multicollinearity, and heteroscedasticity tests reveal that the regression model employed in this study satisfies all the usual criteria. Consequently, this approach is dependable and can be utilized in the following part of the analysis for multiple linear regression.

Once you confirm that the regression model adheres to all standard norms, the next phase will concentrate on how independent variables impact the dependent ones. This portion will investigate how Digital Promotion, Product Quality, and Service Quality affect Brambang Goreng Rinings' sales growth using several linear regression tests.

Determination Coefficient Test

We determine what the t Coefficient of Determination, or R Squared, is in order to see how well the model accounts for the changes in the dependent variables. The results of this computation are presented in the Model Summary Table:

Table 1. Determination Coefficient Test Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.929a	.863	.859	1.963	2.435

Source: Processed Data, 2025 (SPSS Output)

From the Model Summary Table, the Correlation Coefficient (R) is calculated to be 0.929. This figure shows a very close and favorable correlation between all the independent variables Service Quality, Product Quality, and Digital Promotion and sales increase.

Moreover at 0.863 is the Coefficient of Determination, often known as R Square. This means that in our model the independent variable explains 86.3% of the observed changes in Sales Increase. Other variables not considered in this analysis affect the remaining 13.7%.

Simultaneous Test (F Test)

To see how Service Quality, Product Quality, and Digital Promotion combined affect Sales Increase, we performed the F Test. You can find the results from the F Test in the ANOVA Table below:

Table 2. Simultaneous Test (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2332.764	3	777.588	201.820	.000b
	Residual	369.876	96	3.853		
	Total	2702.640	99			

Source: Processed Data, 2025 (SPSS Output)

The study found that our F value is 201.820, which is much higher than the F value listed in the chart of 2.70 at a 5% level of significance ($\alpha=0.05$) with $df_1=3$ and $df_2=96$. The significance probability of this model is 0.000, which is lower than 0.05. This lets us reject the Null Hypothesis (H_0) and accept the Alternative Hypothesis (H_a). Clearly demonstrated here is how much the rise in sales is driven by the three independent variables in combination.

Partial Test (t Test)

A t-test was conducted to verify how much each independent variable Digital Promotion, Product Quality, and Service Quality impacts the dependent variable Sales Increase. The results of this t-test, together with the regression coefficients, can be seen in the Table of Coefficients below:

Table 3. Partial Test (t Test)

Coefficient					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Beta		
1	(Constant)	-2.437		-1.485	.141
	Digital Promotion	.471	.556	4.978	.000
	Product Quality	.304	.323	3.717	.000
	Service Quality	.069	.078	.680	.498

Source: Processed Data, 2025 (SPSS Output)

From the analysis, we got these results:

- 1) The results for Digital Promotion had a t-value of 4.978 and a significance level of 0.000. The testing regulations specify that a t-value of 4.978 is beyond the t table value of 1.984 and that the significance level of 0.000 falls below 0.05. Because both criteria are met, digital marketing significantly and powerfully increases sales. With a positive regression value of 0.471, Digital Promotions should cause a noteworthy, anticipated increase in sales.
- 2) The great influence that product quality has is shown by a t-value of 3.717 and a significance level of 0.000. According to the testing criteria, the t-value of 3.717 is above the t-table value of 1.984, and the significance level of 0.000 is lower than 0.05. Consequently, increasing income depends mostly on product quality.
- 3) The research on Service Quality revealed a significant level of 0.498 and a t-value of 0.680. The t-value of 0.680 is less than the important value of 1.984, while the significance level of 0.498 exceeds 0.05. From this, we might deduce that growing sales depends more on Service Quality than we first believed.

Discussion

1) The Effect of Digital Promotion on Increased Sales.

Based on the T-test results, it's clear that Digital Promotion greatly boosts Sales. The t-value discovered is 4.978, hence above the t-table value of 1.984. Additionally, the significance level is 0.000, therefore below 0.05. This shows that if companies enhance their digital marketing, their sales will probably rise drastically. This supports Tobing's 2021 study, which appeared in a publication concentrating on how pricing, service quality, and digital marketing influence consumer loyalty for IndiHome Fiber. Tobing found a t-value of 3.720, also beyond 1.98525, and a significance level of 0.000, therefore also under 0.05, pointing to a positive and notable influence of Digital Marketing on client loyalty. The study indicated that effective digital promotion can improve customer loyalty, which is what the link between these results underscores. [14], Additionally essential in increasing sales is this. This proves that interacting with clients, reaching a larger audience, and remaining competitive in the modern digital age all depend on online marketing plans.

2) The Effect of Product Quality on Sales Increase.

Looking at the t-test findings, we discovered a t-value of 3.717 and a significance level of 0.000, therefore under 0.05. This shows that our goods have boosted sales. Better products will attract more consumers, in other words. Researchers Cavytha Cornellya Agatha, Samari, and Hery Purnomo in 2025 back this thesis in a study published in a journal titled "Analysis of Customer Satisfaction of Seblak Shake the Tongue Through Product Quality, Price Perception, and Online Promotion." With a t-value of 5.046 and a significance of 0.000, their results show that product quality greatly affects customer pleasure [15]. The outcomes of these two studies indicate that the quality of a product is the biggest factor that

affects how consumers act. When products are of high quality, they make customers happy, help build trust, and motivate them to buy again, which eventually boosts overall sales.

3) The Effect of Service Quality on Sales Increase.

Unlike the first two variables, the t-test revealed that Sales were only somewhat affected by Service Quality. There was a substantial rise. With 0.680, our t-value was somewhat less than the t value in the table, which is 1.984. The significance level was determined to be 0.498, which is above 0.05. These results are consistent with what Radiansyah and Harry Saputra stated in 2024: service quality does not significantly impact consumer happiness at Kopi Tuku; rather, t-value of 0.298 and p-value of 0.383 indicate this connection support the idea cited by Radiansyah and Harry Saputra in 2024 that good service quality alone does not substantially boost revenue or create customer loyalty.

4. Conclusion

The effects of product quality, internet advertising, and service quality on the sales of Brambang Goreng Rining's small firms are investigated in this study. According to the data of the study, sales can be much boosted by both online advertising and product quality. Their p-values under 0.05 make this obvious. The results point to good online promotion and improved product quality as major contributors to increased sales. With a score of 0.680 and significance of 0.498, which is above 0.05, nevertheless the quality of service did not significantly affect sales growth. This implies that people in this study view service quality as merely meeting fundamental needs, hence it does not significantly boost sales.

Theoretically, this research added to existing knowledge by looking at three important factors at the same time in the context of traditional food small and medium-sized enterprises, such as Brambang Goreng Rinings. The unique part of this study is testing models that show how priorities have changed: Service Quality loses its predictive power, while the strength of Digital Promotion and Product Quality has become dominant as a sales driver in the digitally literate local market. Its practical contribution is very relevant for MSME managers. These results suggest that strategic resources and focus be explicitly shifted to strengthening product quality and consistency and greater investment in the effectiveness of Digital Promotions, instead of focusing on insignificant Quality of Service improvements

This research is not spared from limitations, especially in the scope that is centered on only one type of MSMEs (Brambang Goreng Rinings) in Nganjuk Regency. Therefore, the results of these findings cannot be generalized directly to MSMEs in other sectors or regions. In addition, although the model's Coefficient of Determination (R^2) is quite high, there is still about 13.7% of sales variability that this model has not been able to explain. As a further research agenda, it is recommended to expand the research area or compare MSMEs from different industries. Future researchers may also consider the integration of other external

variables, such as Pricing, Product Innovation, or Customer Trust, to produce a more comprehensive model in predicting MSME Sales Increases.

Content Attribution (If you use AI Assistance):

The author used Google Gemini, a big language model developed by Google, to assist with writing in this study. Artificial intelligence was only used for making sentences better, grammar checking, and doing some preliminary online advertising, product quality, service quality, and sales boosting searches for information. It's worth noting that none of the work created with artificial intelligence was employed precisely as it came out without first verification. To guarantee everything was correct, unique, and adhered to scientific standards, the author thoroughly examined and corrected all the material. The author alone examined the data, presented the results of the study, and drew conclusions based on the data on Brambang Goreng Rinings. Hence this study reveals that the author continues to be the primary decision-maker, while the artificial intelligence program was just a practical tool to improve and streamline writing.

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