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The Influence of Digital Marketing and Marketing Strategy on Increasing Sales Among Payung Geulis Craftsmen in Tasikmalaya City

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Abstract: This study aims to analyze the effect of digital marketing and marketing strategy on sales improvement among Payung Geulis artisans in Tasikmalaya City. The research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 43 Payung Geulis artisans. Data analysis was conducted using validity and reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination with the assistance of IBM SPSS version 27. The results indicate that all research instruments were valid and reliable and fulfilled the classical assumption requirements. Partially, digital marketing had a positive and significant effect on sales improvement, with a t-value of 3.775 and a significance level of 0.001 (<0.05). Marketing strategy also showed a positive and significant effect on sales improvement, with a t-value of 12.830 and a significance level of 0.001 (<0.05). Simultaneously, digital marketing and marketing strategy significantly influenced sales improvement, with an F-value of 89.837 and a significance level of 0.001 (<0.05). The coefficient of determination (R^2) of 0.861 indicates that 86.1% of the variation in sales improvement can be explained by digital marketing and marketing strategy, while the remaining 13.9% is influenced by other factors outside the scope of this study. The novelty of this study focuses specifically on Payung Geulis craftsmen in Tasikmalaya City, a traditional cultural craft sector that has received relatively little empirical attention in studies on digital marketing and sales growth.

Keywords: Digital Marketing, Marketing Strategy, Sales Improvement, Payung Geulis, SMEs.

INTRODUCTION

The development of information and communication technology has driven significant changes in marketing activities (Wijaya & Moko, 2026). Digitalization provides opportunities for business actors to expand market reach, build more effective relationships with consumers, and increase competitiveness through the utilization of various digital platforms. Digital marketing has become one of the strategies widely used by business actors because it can convey product information quickly, efficiently, and reach consumers without geographical

boundaries (Tetteh, 2019) . For Micro, Small, and Medium Enterprises (MSMEs), digital transformation represents both an opportunity and a challenge in maintaining business sustainability amidst increasing market competition (Ainin et al., 2015) .

One of the MSME sectors that possesses both cultural and economic value is the Payung Geulis traditional craft industry in Tasikmalaya City. Payung Geulis is a unique regional handicraft product characterized by its patterns, shapes, and production process that retains local cultural elements. However, changes in public consumption patterns and tightening competition among similar products require artisans to innovate, particularly in marketing activities. Reliance on conventional marketing is considered less capable of reaching a broader market, thus requiring the use of digital media as a tool for promotion as well as communication with consumers (Kaplan & Haenlein, 2010) .

In addition to digital marketing, marketing strategy is also an important factor determining business success (Ahmad et al., 2018) . An appropriate marketing strategy enables business actors to understand consumer needs, set competitive prices, develop products according to market demand, and determine effective promotional media (Lestari et al., 2024) . According to (Sulistiyowati & Rahmawati, 2024) , marketing strategy is a process designed to create value for customers while building sustainable relationships to provide a competitive advantage for the company. Therefore, marketing success depends not only on using digital media, but also on the ability of business actors to effectively integrate various marketing strategies.

The utilization of social media such as WhatsApp, Facebook, Instagram, and marketplaces has provided a new alternative for Payung Geulis artisans to promote their products (Tatik & Setiawan, 2025) . Digital media allows business actors to display product information more attractively through photos, videos, and product descriptions to boost consumer trust and purchase interest (Roosdhani et al., 2023) . Furthermore, direct communication established through digital media helps business actors obtain feedback from consumers more rapidly. These conditions indicate that digital marketing has the potential to enhance promotional effectiveness and drive sales growth (Alalwan et al., 2017) .

On the other hand, marketing strategies encompassing aspects of product, price, promotion, and distribution are also key determinants of business success (Wu et al., 2024) . Payung Geulis artisans are required to preserve the uniqueness of their products as local cultural heritage while adapting product designs and innovations to evolving consumer tastes. Pricing aligned with product quality, attractive promotions, and easily accessible distribution form parts of a marketing strategy that can increase consumer purchasing decisions (Bungatang et al., 2023) . Thus, synergy between digital marketing and marketing strategy is expected to make a greater contribution to increasing sales (Djakasaputra et al., 2021) .

Based on initial observations, some Payung Geulis artisans have utilized digital media as a marketing tool, but the level of utilization remains varied. Not all business actors are able to optimize the use of social media or marketplaces for promotion, leading to varying levels of marketing effectiveness. This condition highlights the need for an empirical study on the extent to which digital marketing and marketing strategy influence sales improvement among Payung Geulis artisans in Tasikmalaya City.

Several previous studies show that digital marketing has a positive influence on MSME sales growth. (Rusmalia et al., 2024) found that the implementation of digital marketing can increase home industry sales volume through market expansion and promotional ease. Other research also indicates that social media plays an important role in improving marketing communication effectiveness and strengthening relationships between business actors and consumers (Ali et al., 2024) . In addition, properly implemented marketing strategies have been proven to enhance business competitiveness and drive sales growth (Afiati, 2026) . Nevertheless, research on the effect of both variables on the Payung Geulis traditional

handicraft industry in Tasikmalaya City remains relatively limited, giving this study novelty in its research object.

Based on this background, this study aims to analyze the state of digital marketing, marketing strategy, and sales growth among Payung Geulis artisans in Tasikmalaya City, as well as to analyze the partial and simultaneous effects of digital marketing and marketing strategy on sales improvement. The findings are expected to contribute to the field of marketing science, particularly in the local culture-based MSME sector, while serving as a consideration for artisans in formulating more effective marketing strategies to increase sales and enhance business competitiveness in the digital era.

METHODS

A quantitative approach was applied in this study using a causal associative research design that focuses on testing relationships and influences between two or more variables. The choice of a quantitative approach was based on using numerical data obtained through questionnaire measurements, which were subsequently analyzed using statistical methods (Wibawa et al., 2022).

This study utilized a survey design with data collection conducted directly from respondents through questionnaire distribution. The study focused on the extent to which digital marketing (X_1) and marketing strategy (X_2) influence sales improvement (Y), focusing on Payung Geulis artisans in Tasikmalaya City as the research object. The analysis of relationships between variables was conducted using multiple linear regression because the study involved two independent variables and one dependent variable. (Novandari et al., 2026) explains that an associative approach in quantitative research can be used to measure inter-variable influences through statistical testing. Additionally, the survey design was deemed appropriate because it enabled researchers to obtain direct data from respondents with relevant characteristics.

The population in this study consisted of all Payung Geulis artisans in Tasikmalaya City. The sampling technique used was saturated sampling (census), a technique where all members of the population are selected as research samples (Arista et al., 2025). The total number of respondents used in this study was 43 people, details of which are presented in Table 1.

Table 1. Business Units and Labor Force of Payung Geulis SMI (Small and Medium Industry)

No	Nama pengrajin	Almaat	Jumlah Tenaga kerja	Kategori produksi
1.	Bagus (Hasta Adi Karya)	Panyingkiran	5	Assembly
2.	Ade	Ciharashas	1	Assembly
3.	Didi	Tamansari	5	Ball Frame (Rangka Bola-Bola)
4.	Pipipn Ridwansyah	Pagendingan	4	Ball Frame (Rangka Bola-Bola)
5.	Yayat (Mandiri)	Panyingkiran	4	Assembly
6.	Eri Aksa (Sanggar Kinanti)	Cisumur	7	Assembly
7.	Sandi (Karya Utama)	Panyingkiran	2	Assembly
8.	Nanang (Prima Art)	Panyingkiran	2	Assembly
9.	Tommy	Cisumur	5	Assembly
10.	Budi Nailah	Panyingkiran	4	Assembly
11.	Darman	Ampera	2	Assembly
12.	H Ade	Babakan	1	Assembly
13.	Agus	Payung Ciharashas	1	Handle

Source: Payung Geulis Journal (Tasikmalaya City): Between Existence, Regeneration, and Local Wisdom (2023)

The data used consisted of primary and secondary data. Primary data were obtained through the distribution of a 5-point Likert scale questionnaire, while secondary data were gathered from books, scientific articles, and relevant documents.

The research instrument was tested using a validity test with Pearson's Product-Moment Correlation and a reliability test using Cronbach's Alpha coefficient. Furthermore, data were analyzed using IBM SPSS Statistics version 27 through classical assumption tests, including normality, multicollinearity, and heteroskedasticity tests. Hypothesis testing was conducted using multiple linear regression analysis, partial test (t-test), simultaneous test (F-test), and coefficient of determination (R^2) to determine the effect of digital marketing and marketing strategy on sales improvement (Yalo et al., 2019).

RESULTS AND DISCUSSION

This study is quantitative, wherein the resulting data are in numerical form. The data collected were analyzed using SPSS software. The objective of this study was to analyze the influence of digital marketing and marketing strategy on sales improvement. Based on this objective, data were collected via questionnaires from 43 respondents who market Payung Geulis in Tasikmalaya City. In its development, Payung Geulis business actors still face obstacles in marketing aspects, particularly regarding the utilization of digital technology.

Validity Test

The validity test was conducted to determine the extent to which statement items in the questionnaire were capable of measuring the variables under study. The validity test in this study used Pearson's Product-Moment correlation with the help of SPSS.

Table 2. Validity Test Results

Variable	Indicator	Calculated R (r_{count})	Table R (r_{table})	Description
Digital Marketing	PD1	0,838	0,301	VALID
	PD2	0,863	0,301	VALID
	PD3	0,794	0,301	VALID
	PD4	0,576	0,301	VALID
	PD5	0,826	0,301	VALID
	PD6	0,733	0,301	VALID
	PD7	0,811	0,301	VALID
	PD8	0,814	0,301	VALID
Marketing Strategy	SP1	0,317	0,301	VALID
	SP2	0,784	0,301	VALID
	SP3	0,662	0,301	VALID
	SP4	0,789	0,301	VALID
	SP5	0,744	0,301	VALID
	SP6	0,777	0,301	VALID
	SP7	0,516	0,301	VALID
	SP8	0,814	0,301	VALID
Sales Improvement	PP1	0,854	0,301	VALID
	PP2	0,774	0,301	VALID
	PP3	0,943	0,301	VALID
	PP4	0,842	0,301	VALID
	PP5	0,802	0,301	VALID
	PP6	0,514	0,301	VALID
	PP7	0,855	0,301	VALID

Source: Research Results (Processed Data, 2026)

Based on the validity test results shown in Table 2, all statement items for digital marketing (X_1), marketing strategy (X_2), and sales improvement (Y) yielded values exceeding the threshold of 0.301. Furthermore, all statement items showed a significance level (Sig.) of 0.000, which is smaller than the 0.05 threshold. These results indicate that all questionnaire items meet the validity criteria, confirming that all statements are valid and accurately measure the research variables. Therefore, the research instrument used is suitable for data collection in this study concerning the effect of Digital Marketing and Marketing Strategy on Increasing Sales of Payung Geulis in Tasikmalaya City.

Reliability Test

The reliability test measures a questionnaire that serves as an indicator of a variable or construct. A questionnaire is considered reliable if a respondent's answers to the statements are consistent or stable over time. A variable is deemed reliable if it yields a Cronbach's Alpha value > 0.60 .

Table 3. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
0,906	8

Reliability Statistics	
Cronbach's Alpha	N of Items
0,822	8

Reliability Statistics	
Cronbach's Alpha	N of Items
0,921	8

Source: Research Results (Processed Data, 2026)

Based on Table 3, all variables in this study have Cronbach's Alpha values greater than the minimum reliability threshold of 0.60. The Digital Marketing variable (X_1) obtained a Cronbach's Alpha of 0.906, the Marketing Strategy variable (X_2) obtained 0.822, and the Sales Improvement variable (Y) obtained 0.921. These results show that all research variables exhibit excellent internal consistency, ensuring the questionnaire items yield stable and dependable measurements.

The research findings regarding the partial effect of Digital Marketing and Marketing Strategy on Sales Improvement among Payung Geulis artisans in Tasikmalaya City show that both digital marketing and marketing strategy positively influence sales improvement. The resulting regression equation is:

$$Y = 27.639 + 0.048X_1 + 0.162X_2$$

This equation demonstrates that any increase in the implementation of digital marketing or marketing strategy will be followed by an increase in sales. Positive regression coefficient values indicate a direct (one-way) relationship between the independent variables and the dependent variable, as shown in Table 4.

Table 4. Multiple Linear Regression Analysis Results

Variabel	Koefisien (B)	t	Sig.
Konstanta	27,639	43,404	0,001
Pemasaran Digital (X1)	0,048	3,775	0,001
Strategi Pemasaran (X2)	0,162	12,830	0,001

Source: Data processing results using IBM SPSS Statistics 27 (2026)

Partial test results show that digital marketing has a positive and significant effect on sales improvement ($t = 3.775$; $p = 0.001$) (see Table 4). This finding indicates that using social media, marketplaces, and other digital platforms expands market reach and improves promotional effectiveness for Payung Geulis products. Digital media makes product information more accessible to consumers, thereby increasing transaction opportunities. These findings support Chaffey and Ellis-Chadwick (2019), who state that digital marketing allows companies to build more effective customer relationships while expanding their market.

Marketing strategy was also proven to have a positive and significant effect on sales improvement ($t = 12.830$; $p = 0.001$) (see Table 4). The higher regression coefficient compared to digital marketing suggests that marketing strategy is the most dominant variable in this study. Implementing an appropriate strategy through effective product management, pricing, promotion, and distribution enhances the appeal of Payung Geulis products in the eyes of consumers. This finding aligns with Kotler and Keller's (2016) theory that marketing strategy serves as the foundation for creating customer value while building competitive advantage. Simultaneously, digital marketing and marketing strategy significantly influence sales growth with a calculated F-value of 89.837 ($p = 0.001$), as seen in Table 5.

Table 5. Simultaneous Test Results (F-Test)

F Hitung	Sig.
89,837	0,001

Source: Data processing results using IBM SPSS Statistics 27 (2026)

The coefficient of determination value of 0.861 indicates that both variables explain 86.1% of the variation in sales growth, while the remaining 13.9% is influenced by other factors outside the research model, as presented in Table 6. This high value demonstrates that combining digital technology adoption with an appropriate marketing strategy is a primary factor in driving sales performance for Payung Geulis artisans.

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square
0,928	0,861	0,851

Source: Data processing results using IBM SPSS Statistics 27 (2026)

The study's findings reveal that artisans who actively leverage digital media alongside a well-planned marketing strategy stand a greater chance of increasing product sales. Therefore, enhancing digital competencies, promotional innovations, and customer-oriented marketing strategies must be continually developed to maintain business sustainability for Payung Geulis amid increasingly competitive market conditions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research results, it can be concluded that digital marketing and marketing strategy implementation among Payung Geulis artisans in Tasikmalaya City fall into the good category. Artisans have utilized digital media—such as social media and marketplaces as promotional tools to expand market reach, while marketing strategies applied across product,

price, promotion, and distribution dimensions successfully enhance product appeal for consumers.

Multiple linear regression results demonstrate that digital marketing and marketing strategy simultaneously have a positive and significant effect on sales improvement. The coefficient of determination (R^2) of 0.861 indicates that 86.1% of the variation in sales growth can be explained by both variables, while the remaining portion is influenced by factors outside the research model.

Partially, digital marketing has a positive and significant effect on sales improvement with a significance value of 0.001 (<0.05) and a calculated t-value of 3.775. Similarly, marketing strategy exerts a positive and significant influence with a significance value of 0.001 (<0.05) and a calculated t-value of 12.830. These results indicate that marketing strategy is a more dominant variable than digital marketing in driving Payung Geulis sales growth.

The findings confirm that successful sales growth for Payung Geulis crafts depends on business actors' abilities to optimize digital marketing and implement appropriate marketing strategies. Therefore, artisans are expected to continue enhancing their digital technology adoption and developing innovative marketing strategies to boost competitiveness and business sustainability.

Limitations

This study has several limitations that should be considered when interpreting the findings.

First, the study was conducted specifically among Payung Geulis craftsmen in Tasikmalaya City. Therefore, the findings should not automatically be generalized to all craft SMEs, MSMEs, or traditional industries in Indonesia.

Second, the sample consisted of 43 respondents. Although saturated sampling was used based on the identified population, the relatively small number of observations limits the statistical generalizability of the findings beyond the studied population.

Third, the research used a cross-sectional survey design. Consequently, the analysis describes relationships among variables at the time of data collection and does not establish how digital marketing and marketing strategy affect sales improvement over longer periods.

Fourth, the research relied primarily on questionnaire responses. Self-reported measures may be influenced by respondents' perceptions and reporting behavior. Future studies could complement questionnaire data with objective sales records, transaction data, marketplace analytics, social media engagement statistics, and customer data.

Finally, the regression model explains 86.1% of the variation in sales improvement, leaving 13.9% associated with factors outside the model. Potential variables such as product innovation, brand awareness, customer satisfaction, entrepreneurial orientation, digital capability, competitive intensity, distribution capability, and customer engagement could therefore be examined in future research.

Recommendations

Based on the findings, several recommendations can be proposed.

First, Payung Geulis craftsmen should strengthen the consistency and quality of their digital marketing activities by improving product photography, video content, product descriptions, social media communication, and marketplace utilization.

Second, digital marketing should be integrated with a structured marketing strategy. Digital promotion alone may not be sufficient if product quality, pricing, distribution, and customer service are not aligned with consumer expectations.

Third, craftsmen and relevant business-support institutions should strengthen digital marketing competencies through practical training covering social media management,

marketplace optimization, content creation, customer engagement, digital advertising, and basic marketing analytics.

Fourth, product differentiation and cultural storytelling can be developed to communicate the uniqueness of Payung Geulis. Digital content can emphasize the traditional production process, local motifs, cultural identity, craftsmanship, and contemporary applications of the product.

Fifth, future research should employ longitudinal designs and larger samples involving other traditional craft sectors or cities. Future studies may also incorporate variables such as customer engagement, brand awareness, product innovation, market orientation, digital capability, and customer satisfaction.

Author Contributions

Each author made an equal and substantial contribution to every stage of the study, from conceptualization, data collection, and analysis to drafting and finalizing the manuscript. All authors have reviewed and approved this version of the manuscript for publication and accept full responsibility for the integrity of the data.

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