

The Impact of Digital Marketing and E-Money on MSME Sales in the Fashion Sector: A Case Study in Sidoarjo

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ABSTRACT

Objective: This study aims to determine the Influence of Digital Marketing and the Use of E-Money on the Sales Volume of Micro, Small and Medium Enterprises (MSMEs) in the Fashion Sector (Empirical Study on MSMEs in Sidoarjo District). **Method:** This study uses a quantitative method with primary data as a data source. The population in this study is fashion MSMEs in Sidoarjo in 2023. The method used in determining this sample is using the Random sampling method. The number of samples used in this study was 39 respondents. The data analysis technique used in this study was SPSS Version 27. **Results:** The results of this study indicate that Digital Marketing Affects the Sales Volume of Micro, Small and Medium Enterprises (MSMEs) in the Fashion Sector in Sidoarjo City. The Use of E-Money Affects the Sales Volume of Micro, Small and Medium Enterprises (MSMEs) in the Fashion Sector in Sidoarjo City. **Novelty:** This study provides empirical evidence on the simultaneous influence of Digital Marketing and E-Money usage on sales volume specifically within fashion MSMEs in Sidoarjo, which has not been extensively studied before.

INTRODUCTION

The business environment is undergoing increasingly complex changes, making it more difficult for the MSME industry in Indonesia. Free trade automatically intensifies business competition because it comes from domestic, regional, and global scales. In 2020, economic conditions in Indonesia were shaken again by the emergence of the COVID-19 pandemic, with MSMEs being one of the sectors affected. As a result, MSME sales decreased by more than 70% and profits fell by more than 50%. The potential for MSMEs to survive is very low, which could lead to layoffs, business closures, decreased demand and supply, and so on. According to a survey by Paper.id in collaboration with the Ministry of Cooperatives and SMEs and OK OCE, conducted in 22 provinces across Indonesia with 3,000 SMEs as respondents, it was stated that the 3 most impacted SME sectors by the Covid-19 pandemic were: 43.9% in the culinary sector, 26.02% in the service sector, and 13.01% in the fashion sector.

One effort to increase the percentage of MSMEs is through innovation in technological development. In this study, the author uses e-money technology for transactions in the fashion world, which is currently popular among teenagers and young people, especially within the student community. The application of technology in MSME activities can increase and simplify transactions. However, many MSME actors are still unable to utilize technological advancements due to limited knowledge and insufficient socialization regarding the application of technology. There are various forms of constraints that hinder the use of non-cash transactions, some of which include

understanding of security levels, users, inadequate infrastructure, cultural and social life influences, and user comfort and preferences or options when applying technology.

As times evolve, technology also continues to develop in line with human needs. Technology has entered the era of Society 5.0, where various daily life activities of humans are dependent on technology. The concept of Society 5.0 is a concept of human life that cannot be separated from technology. Technological advancements have the potential to reduce disparities between individuals and overcome economic difficulties in the future. Therefore, MSME actors are required to be ready to transition to the era of digitalization.

Entering the era of digitalization is not easy for MSME actors; its implementation requires technological knowledge. Therefore, the government provides easy access to technology to support the era of digitalization, which is done to make it easier for MSME entrepreneurs to apply digital technology to their businesses [1]. The payment system's shift from cash to non-cash is a form of digitalization in the transaction process, with e-money being one example of a non-cash payment system. The use of e-money as a transaction tool in Indonesia is increasing, as evidenced by statistical data, which means the volume of e-money users is growing [2]. This increasing volume of e-money usage is influenced by several factors, one of which is the implementation of Large-Scale Social Restrictions by the government, making it less common for people to make transactions using cash [3].

E-money is divided into two categories: the first is the e-money card, which is electronic money that uses a chip, such as Brizzi, Mandiri e-money, and Flazz. The second is the e-wallet, such as OVO, LinkAja, DANA, Gopay, ShopeePay, Q-ris, and so on. With the existence of e-money and e-wallets, it is certainly more convenient to use compared to cash payments, especially for small denominations (low-value transactions). The use of e-money can also reduce the growth in the use of cash. Increased sales are needed to achieve significant profits. When a business sells more and more products, it can be concluded that its sales volume also increases. This leads to higher profits and allows the business to survive longer.

Currently, MSMEs are required to be ready to adapt to change in order to ensure business continuity and subsequently gain a competitive advantage. The major challenges faced by MSMEs are how to improve their accessibility to digitalization, enhance their capabilities in producing quality products, and strengthen their competitiveness to increase welfare [4]. The COVID-19 pandemic made all business owners who were reluctant to digitally transform more aware of market changes. The company's challenges in implementing digital marketing and utilizing company resources in digital marketing implementation. The application of digital marketing does not guarantee a market advantage if not supported by driving factors. The digital marketing environment is very dynamic, fast-paced, and unstable; therefore, innovation and knowledge are needed to respond to changes based on knowledge [5].

One alternative to save MSMEs after the COVID-19 pandemic is to transition to digitalization. The growth of the digital-based entrepreneurial ecosystem is due to the

Covid-19 pandemic, where all business activities are conducted using technology, from production processes to marketing products and services. All types of businesses that sell products or services online using social media, websites, and e-commerce applications fall under the umbrella of digital entrepreneurship. By transitioning to digitalization, Indonesia's economic strengthening has the potential to experience a positive increase [6].

The use of electronic money (e-money) by business owners only serves to save time for both sellers and buyers. In addition, e-money has the potential to increase monthly sales and enable government agencies to collect value-added tax (VAT) from businesses with certain incomes. In other words, e-money improves the efficiency of tax collection. Non-cash transactions offer benefits in terms of effectiveness and security, which were felt by 90% of respondents. Additionally, 65% of MSMEs experienced a significant increase in transactions.

Based on previous research, the researcher is interested in the influence of digital marketing and the application of e-money on the sales volume of MSMEs in Sidoarjo. This research needs to be conducted because it can provide input for MSMEs in Sidoarjo regarding the influence of digital marketing and e-money on sales volume and the use of e-money by students when transacting with MSMEs.

Problem Formulation

Based on the background description presented above, the problem formulation for this research is as follows:

1. Does digital marketing influence the sales volume of fashion sector MSMEs in Sidoarjo?
2. Does the use of e-money affect the sales volume of fashion sector MSMEs in Sidoarjo?

Theoretical Framework

The theoretical framework contains the theories that serve as the foundation or basis used in this research.

1. Technology Acceptance Model (TAM)

The Theory TAM (Technology Acceptance Model) is a model built to analyze and understand the factors influencing the acceptance of technology use. TAM provides a basis for understanding the influence of trust in external factors on the trust, attitudes, and goals of its users. In the TAM model, there are two main constructs: Perceived Ease of Use and Perceived Usefulness. These two determinants enable consumers to use the information system that was created. Therefore, in this case, the implementation of information systems must be developed by considering the Technology Acceptance Model (TAM), which, in addition to optimizing performance, can also be used to improve public perception of technology use.

The TAM model generally explains the relationship between perceived usefulness and perceived ease of use toward the intention to use a system. The TAM approach was chosen because TAM is the most widely used model in predicting the acceptance of information technology and has proven to be a very useful theoretical model in helping

to understand and explain user behavior in the implementation of information systems. TAM is one of the behavioral theories that explains the approach to utilizing information technology. Based on this explanation, TAM theory serves as the foundation for describing the connection with several variables that will be studied in this research.

2. Digital Marketing

To survive and win in business competition, companies need to establish strategies that serve as the basis for management decision-making processes, based on a review of many factors, both internal and external. A strategy is a way to overcome and anticipate any emerging problems and capitalize on opportunities for the future. Digital marketing is the promotion and market research activity conducted through online digital media, utilizing various channels such as social networks. By leveraging social networks, MSMEs can reach everyone around the world. Digital marketing is now expanding into non-Internet channels that provide digital media, such as mobile phones (SMS and MMS).

3. E-money

Electronic money, also known as e-money, is a financial instrument used exclusively for electronic transactions facilitated by intermediaries such as computer networks, the internet, and digital store value systems. Commonly used examples of electronic money or e-money include direct deposit, virtual currency, electronic funds transfer (EFT), and digital gold currency. This form of digital currency includes stored value, which is a product that stores monetary value within a payment instrument.

4. Sales Volume

A company's achievement, known as the sales rate or sales volume, is the result of efforts made by the marketing department to successfully achieve the targets set for selling products. Considering that the goal of marketing is to increase sales, it can be said that the two are interconnected. The result of well-executed service strategies is sales volume, which is the amount of products sold in exchange for a monetary value with a specific timeframe. The purpose of the sales rate is to evaluate the level of consumer purchasing volume.

Hypothesis

The research hypothesis is formulated by the researcher based on the initial data obtained. The discussion and framework diagram above form the basis of this research for formulating the following hypotheses:

H1: Digital marketing influences sales volume.

H2: The use of e-money influences sales volume.

RESEARCH METHOD

Research Approach

The research method is a scientific way to obtain data with specific goals and uses [7]. The research method is a way used in research so that the conclusions and results of the research can be accounted for, including data collection, data analysis, and conclusions. The success of a study is aimed at obtaining accurate, relevant, and objective

data, so that the truthfulness of the research results can be accounted for. This research uses a quantitative method with primary data as the data source, as it uses research data in the form of numbers and analyzes it using statistics [8]. The purpose of quantitative research is to show the relationship between variables and develop theories and hypotheses related to natural phenomena that occur.

Research Design

This study uses a quantitative research design with an associative approach and hypothesis testing to explain the relationship between variables. As an initial step, the researcher sought literature study references from journals/articles, books, and previous research related to the variables of Digital Marketing, E-money, and Sales Volume. In the second and subsequent stages, the researcher formulates the problem, determines the hypotheses, and identifies the necessary data. Data collection comes from primary and secondary data. Primary data comes from questionnaires distributed to respondents, while secondary data consists of historical data obtained from various sources thru intermediary media. This secondary data includes reference books, literature, financial reports, and information on sales volume.

Research Location

The research location is the research object where the research activities are carried out. The purpose of determining the research location is to facilitate or clarify the target location for this study. As for the reason for choosing the research location in Sidoarjo Regency, it is because research on Micro, Small, and Medium Enterprises (MSMEs) in the fashion sector in Sidoarjo Regency is still limited, especially regarding the use of digital marketing and e-money on sales volume.

Operational Definitions, Variable Identification, and Variable Indicators

Operational Definitions

The operational definitions of each variable used in this study are as follows:

1. Digital Marketing

This study operationally defines digital marketing as a marketing activity and activity that uses internet-based media facilitated by digital technology to create, communicate, and deliver value to consumers, aiming to increase consumer knowledge by adapting to consumer needs, measured by comparing sales volume before and after utilizing digital marketing by fashion sector MSMEs in Sidoarjo.

2. E-money

This study operationally defines E-money as a payment system that aims to make it easier for people to make transactions. Beside being easy, effective, and efficient as an update to non-cash payment methods, it also aims to minimize crime caused by the large number of people carrying cash.

3. Sales Volume

This research operationally defines sales as a science that can have a unique influence on sellers, aiming to attract the interest of potential consumers and persuade them to purchase the offered product [9]. In this case, MSME business owners actively market their products to the public so that they are known and recognized by a wide

audience. To increase sales, MSME business owners must maximize the current opportunity that is a human need: digital marketing [10].

Variable Identification

Variable identification reveals that the variables studied in this research are as follows:

1. Exogenous variables are independent variables that are not influenced by other variables; in fact, these exogenous variables are causal factors that will influence endogenous variables [11]. The exogenous variables in this study are digital marketing and e-money.
2. Endogenous variables are variables that are influenced by or are the result of exogenous variables. The endogenous variable in this study is sales volume.

Variable Indicators

The importance of understanding variable indicators to avoid errors in collecting research data. The variable indicators used in this study are based on a questionnaire. This study compiled the questionnaire based on several questions according to the variables to be tested.

Table 1. Variable Indicators.

No	Variable	Indicator	Measurement Scale	Source
1	Digital Marketing (X1)	a. Quality internet network b. Internet access c. Reviewing the products being sold d. Website for marketing products/services e. Marketplace for marketing products/services f. Social media for marketing products/services g. Online transactions h. Wider market reach	Likert Scale	[12]; [13]; [14]
2	E-Money (X2)	a. Non-cash transactions support daily work. b. Non-cash transactions improve the ability to manage finances. c. E-money payment tools provide more security. d. Non-cash payment tools are faster. e. The use of non-cash payment tools facilitates buying and selling decisions.	Likert Scale	[15]
3	Sales Volume (Y)	a. Product characteristics b. Product price c. Type of market	Likert Scale	

- d. Purchase frequency
 - e. Business location
 - f. Product stock
 - g. Management
 - h. Service
-

Population and Sample

Population

A population is the area of generalization (a group) consisting of objects or subjects that possess certain qualities and characteristics determined by the researcher for study and subsequent conclusion-drawing. The population in this study consists of owners of Micro, Small, and Medium Enterprises (MSMEs) in the fashion sector in Sidoarjo District, totaling 63 MSMEs. This data was obtained from the Sidoarjo District Cooperative and MSME Service.

Sample

A sample consists of a number of members selected from a population. In other words, not all of the population was sampled in this study. In this study, the sampling technique used was the simple random sampling method. In this research, the researcher used simple random sampling. Simple Random Sampling is the selection of sample members from the population randomly, without considering the strata present in the population. There are 7 sub-districts in Sidoarjo that the researcher can reach: Porong, Candi, Tanggulangin, Tulangan, Buduran, Sukodono, and Gedangan. Therefore, the respondents used in this study were 39 in number.

Types and Sources of Data

Types of Data

There are two main types of data: quantitative and qualitative, which will be explained below. The researcher focuses more on quantitative data for this data analysis. Quantitative data is data or information obtained in numerical form. Because it is in numerical form, quantitative data can be processed using mathematical formulas or analyzed within a statistical system.

Data Source

In collecting data sources, the researcher gathered data sources in the form of primary data. Primary data is a type of data that can be accessed directly by the researcher. Interviews, questionnaires, and observations are the primary data sources used. Researchers collected primary data using an online survey method. A survey method is a primary data collection method that uses written questions.

Data Collection Techniques

To support the research, the researcher needs techniques or methods to collect data from respondents; this understanding is called data collection techniques. Primary and secondary sources can be used for data collection. This study uses primary data collection techniques. Questionnaires are used to collect data by asking individuals for their responses to written statements or questions. In cases where researchers have knowledge related to the appropriate variables to assess and the expectations of respondents,

questionnaires have proven to be a highly effective approach for data collection. When respondents are numerous and spread across a fairly wide area, questionnaire-based data collection techniques are appropriate. The study will use the Likert scale, which is a scale that can measure various things such as public opinion, attitudes, and perceptions of the community toward a social phenomenon.

Variable measurement is an important part of research. Variable measurement serves as a reference for collecting data in the form of numbers or quantitative data to determine the interval values present in the measuring instrument. Assigning numbers to the variables being studied requires the use of a scale. The measurement scale in this study uses the Likert Scale. The Likert Scale is a commonly used method to measure respondents' opinions, perceptions, and attitudes toward the phenomenon being studied. The Likert Scale measures the extent to which respondents agree or disagree with the statements provided. In collecting quantitative data, the measurement scale uses nominal values from one (strongly disagree) to five (strongly agree), with a neutral point in the middle. Research instrument in the available column with answer categories:

Table 2. Variable Measurement.

Description	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Technical Analysis

a. Validity and Reliability Testing

1) Validity Test

Validity testing is a statistical test used to determine how valid a questionnaire item measures the variable being studied [16]. An instrument is said to be valid if it is able to measure what is desired, and the higher or lower the validity of the instrument, the more or less the collected data deviates from the intended variable. A questionnaire is considered valid if the statements in the questionnaire are able to reveal what the questionnaire is intended to measure. According to [17], it is stated that validity is calculated using the Pearson product-moment correlation. Factor analysis is performed by correlating the sum of factor scores with the total score, with the following conditions:

- a) If the value of the correlation coefficient (calculated r) is less than 0.3, it is considered invalid.
- b) If the value of the correlation coefficient (calculated r) is equal to or greater than 0.3, it is considered valid.

2) Reliability Test

The word "reliability" comes from the words "rely" and "ability." Reliability can be defined as trustworthiness, dependability, or consistency. Measurement results are reliable if, after several measurements of the same subject, relatively similar results are

obtained, meaning they have good measurement consistency. Reliability testing is used to measure a questionnaire that is an indicator of a variable. A questionnaire is considered reliable if a person's responses to the statements are consistent over time. With the following provisions:

- a) If the Cronbach's Alpha value is > 0.60 , then the instrument is reliable.
- b) If the Cronbach's Alpha value is < 0.60 , then the instrument is not reliable.

b. Descriptive Statistics Test

Descriptive statistics are used to briefly describe the variables in this study. Descriptive analysis was conducted to understand the overview of the data that will be analyzed. This descriptive statistic describes data to make it clearer and easier to understand when interpreting the results of data analysis and discussion [18].

The analysis tools used in descriptive statistical tests include the maximum value, minimum value, mean, and standard deviation. Descriptive statistics presents numerical measures that are crucial for sample data. This numerical measure is a form of data simplification into a more concise and straightforward format, ultimately leading to an explanation and interpretation.

c. Multiple Linear Regression Analysis

The analysis technique used in this study is quantitative analysis. Quantitative analysis is a method of analyzing numerical data by comparing one set of numbers to another [19]. To determine the influence of independent variables on the dependent variable, multiple linear regression statistical tests are used. To test the validity of the proposed hypotheses, they are tested using Multiple Linear Regression, as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

Y = Sales Volume

a = Constant

X1 = Digital Marketing

X2 = E-Money Usage

b1 = regression coefficient for variable X1

b2 = regression coefficient for variable X2

e = Error (other variables not explained)

d. Hypothesis Testing

In this study, multiple linear regression analysis was used for hypothesis testing. This analysis is used to determine the influence of several independent variables (X) on the dependent variable (Y). Multiple linear regression analysis was performed using the coefficient of determination test and the t-test.

1. Partial Test (t-test)

The t-test is used to determine the significance of the partial role between the independent variables and the dependent variable. Does the independent variable have a partial or individual effect on the dependent variable? For hypothesis testing, a significance test is used with the provision that if the significance value is greater than 0.05 alpha, then there is reason for the hypothesis to be accepted.

2. Multiple Correlation Coefficient (R)

The multiple correlation coefficient is used to calculate the strength of the relationship between independent variables and the dependent variable. The range of R values is between 0-1, meaning the closer it is to 1, the stronger the relationship between the independent variables collectively and the dependent variable. The closer to 0, the weaker or even non-existent the relationship is between the independent variables collectively and the dependent variable.

If the value of R (correlation) is positive, it indicates that an increase in the independent variable will lead to an increase in the dependent variable. This means there is a direct relationship between the independent variables collectively and the dependent variable. But if the value of R (correlation) is negative, then the relationship is inverse. This inverse relationship means that if there is a simultaneous increase in the value of the independent variables, it will lead to a decrease in the value of the dependent variable. And conversely, if there is a simultaneous decrease in the value of the variables, it will cause an increase in the value of the dependent variable.

3. Multiple Coefficient of Determination (R²)

Used to calculate the ability of a regression model to explain changes in the dependent variable due to variations in the independent variables. The value of the multiple determination coefficient is between zero and one (0-1). A small R² value means the ability of the independent variables to explain the dependent variable is very limited. A value close to one means the independent variables provide almost all the information needed to predict the dependent variation.

RESULTS AND DISCUSSION

Data Analysis

Descriptive Analysis

Descriptive analysis is used in this study to analyze the data collected from the questionnaires distributed to respondents or employees by describing or illustrating the existing data. As shown in the following table:

Table 3. Questionnaire Response Rate.

Description	Amount
Distributed Questionnaires	39
Returned Questionnaires	39
Response Rate Percentage	100%
Unreturned Questionnaires	0
Analyzed Questionnaires	39

Based on the table above, it can be explained that out of the 39 questionnaires distributed to MSME owners in the Fashion Sector in Sidoarjo, 39 questionnaires were returned, and no respondents failed to return the questionnaires. So, this response rate percentage will be the research material based on the answers from all 39 respondents.

This is a description of the respondents who were used as the research sample to obtain data.

1) Respondent Assessment of Respondent Identity

In this study, data collection was conducted by simultaneously distributing and administering questionnaires containing questions to owners of Fashion Sector MSMEs in Sidoarjo. By using a set of 21 questions. The questions are detailed as follows: 8 questions for the Digital Marketing variable (X1), 5 questions for the E-Money variable (X2), and 8 questions for the Sales Volume variable (Y). Below is the respondent data for this study, as follows:

a. Respondent Identity by Business Type

Table 4. Respondent Characteristics by Business Type.

		Type of Business		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Micro Business	13	33.3	33.3	33.3
	Small Business	15	38.5	38.5	71.8
	Medium Business	11	28.2	28.2	100.0
	Total	39	100.0	100.0	

Based on the table above, it can be identified that the majority of respondents in this study are respondents with Small Businesses, totaling 15 people or 38.5%. Meanwhile, those with Micro Businesses number 13 people or 33.3%, and those with Medium Businesses number 11 people or 28.2%.

b. Respondent Identity Based on Number of Employees

Table 5. Classification of Respondents Based on Number of Employees.

		Number of employees		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Between 1-4 employees	33	84.6	84.6	84.6
	Between 5-19 employees	6	15.4	15.4	100.0
	Total	39	100.0	100.0	

Based on the table above, it can be identified that the majority of respondents in this study, who have 1-4 employees, are 33 respondents or 84.6%. Meanwhile, those with 5-19 employees are 6 or 15.4%.

c. Identification of Respondents Based on Business Duration

Table 6. Classification of Respondents Based on Business Duration.

		Business Duration		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	1 year	3	7.7	7.7	7.7
	Between 2-4 years	16	41.0	41.0	48.7
	Between 5-7 years	16	41.0	41.0	89.7
	Above 7 years	4	10.3	10.3	100.0
	Total	39	100.0	100.0	

Based on the table above, it can be identified that the majority of respondents have been in business for 5-7 years and 2-4 years, totaling 16 people or 41.0%. There are 4 people, or 10.3% who have been in business for over 7 years, and 3 people, or 7.7% who have been in business for 1 year.

d. Identification of Respondents Based on Income

Table 7. Classification of Respondents Based on Income.

		Income		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Between 1 million - 5 million	22	56.4	56.4	56.4
	Between 5 million - 10 million	17	43.6	43.6	100.0
	Total	39	100.0	100.0	

Based on the table above, it can be identified that the income earned by the respondents is 1 million - 5 million for 22 people, or 56.4%, and for those with an income of 5 million - 10 million, there are 17 people, or 43.6%.

2) Respondent Assessment of Question Items

1. Digital Marketing (X1)

The Digital Marketing (X1) variable has several statement items consisting of 8 statements. The respondents' assessment of Digital Marketing is as follows:

Table 8. Respondent Assessment of Digital Marketing (X1).

No	Indicator	1		2		3		4		5		TOTAL
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	-	-	-	-	2	5.1	11	28.2	26	66.7	39
2	X1.2	-	-	-	-	-	-	13	33.3	26	66.7	39
3	X1.3	-	-	-	-	1	2.6	16	41.0	22	56.4	39
4	X1.4	-	-	-	-	-	-	15	38.5	24	61.5	39
5	X1.5	-	-	-	-	1	2.6	14	35.9	24	61.5	39
6	X1.6	-	-	-	-	-	-	12	30.8	27	69.2	39
7	X1.7	-	-	-	-	-	-	21	53.8	18	46.2	39
8	X1.8	-	-	-	-	1	2.6	14	35.9	24	61.5	39

100%

Based on the table above, it shows that the Digital Marketing variable (X1) is related to the first statement, with the highest value of respondent responses being 5, with 26 respondents having a percentage of 66.7%. The second statement with the highest value of respondent responses is 5, with 26 respondents having a percentage of 66.7%. The third statement with the highest value of respondent responses, being 5, with 22 respondents having a percentage of 56.4%. The fourth statement with the highest value of respondent responses, being 5, with 24 respondents having a percentage of 61.5%. The fifth statement with the highest value of respondent responses, being 5, with 24 respondents having a percentage of 61.5%. The sixth statement with the highest value of respondent responses, being 5, with 27 respondents having a percentage of 69.2%. The seventh statement with the highest value of respondent responses, being 4, with 21 respondents having a percentage of 53.8%. The eighth statement with the highest value of respondent responses is 5, with 24 respondents have a percentage of 61.5%. Therefore, it can be said that the respondents' perception is high, and thus the descriptive analysis can state that the respondents have a good perception of the Digital Marketing variable (X1).

2. E-Money (X2)

E-Money (X2) has several statement items consisting of 5 statements. The respondents' assessment of E-Money (X2) is as follows:

Table 9. Respondents' Assessment of E-Money (X2).

No	Indicator	1		2		3		4		5		TOTAL
		F	%	F	%	F	%	F	%	F	%	
1	X2.1	-	-	-	-	1	2.6	13	33.3	25	64.1	39
2	X2.2	-	-	-	-	-	-	12	30.8	27	69.2	39
3	X2.3	-	-	-	-	1	2.6	13	33.3	25	64.1	39
4	X2.4	-	-	-	-	-	-	11	28.2	28	71.8	39
5	X2.5	-	-	-	-	-	-	14	35.9	25	64.1	39

100%

Based on the table above, it shows that the Spiritual Intelligence variable (X2) is related to the first statement with the highest value of respondent responses being 5, with 25 respondents having a percentage of 64.1%. The second statement has the highest value of respondent responses being 5, with 27 respondents having a percentage of 69.2%. The

third statement has the highest value of respondent responses being 5, with 25 respondents having a percentage of 64.1%. The fourth statement has the highest value of respondent responses being 5, with 28 respondents having a percentage of 71.8%. The fifth statement has the highest value of respondent responses being 5, with 25 respondents having a percentage of 64.1%. Therefore, it can be said that the respondents' perception is high, and thus the descriptive analysis can state that the respondents have a good perception of the E-Money variable (X2).

3. Sales Volume (Y)

The Sales Volume (Y) variable has several statement items consisting of 8 statements. The respondents' assessment of Sales Volume (Y) is as follows:

Table 10. Respondents' Assessment of Sales Volume (Y).

No	Indicator	1		2		3		4		5		TOTAL
		F	%	F	%	F	%	F	%	F	%	
1	Y1.1	-	-	-	-	2	5.1	12	30.8	25	64.1	39
2	Y1.2	-	-	-	-	1	2.6	11	28.2	27	69.2	39
3	Y1.3	-	-	-	-	1	2.6	13	33.3	25	64.1	39
4	Y1.4	-	-	-	-	1	2.6	11	28.2	27	69.2	39
5	Y1.5	-	-	-	-	1	2.6	12	30.8	26	66.7	39
6	Y1.6	-	-	-	-	2	5.1	11	28.2	26	66.7	39
7	Y1.7	-	-	-	-	13	33.3	26	66.7	39	100.0	39
8	Y1.8	-	-	-	-	1	2.6	16	41.0	22	56.4	39

Based on the table above, it shows that the variable Sales Volume (Y) is related to the first statement with the highest response value of 5, with 25 respondents having a percentage of 64.1%. The second statement has the highest response value of 5, with 27 respondents having a percentage of 69.2%. The third statement has the highest response value of 5, with 25 respondents having a percentage of 64.1%. The fourth statement has the highest response value of 5, with 27 respondents having a percentage of 69.2%. The fifth statement has the highest response value of 5, with 26 respondents having a percentage of 66.7%. The sixth statement has the highest response value of 5, with 26 respondents having a percentage of 66.7%. The seventh statement has the highest response value of 5, with 39 respondents having a percentage of 100.0%. The eighth statement has the highest response value of 5, with 22 respondents having a percentage of 56.4%. Therefore, the respondents' perception can be considered high, and thus the descriptive analysis can state that the respondents have a good perception of the Sales Volume (Y) variable.

Data Quality Testing

In order for researchers to know the results of their research, valid and reliable instruments are needed. A valid instrument means that the measuring tool used to obtain data (for measurement) must be valid, while a reliable instrument is one that, when used multiple times to measure the same object, will produce the same data results. The details of the research instrument testing are presented as follows:

a. Validity Test.

A questionnaire is considered valid if the statements in the questionnaire are able to reveal what the questionnaire is intended to measure. In calculating validity using the Pearson product-moment correlation. Factor analysis is performed by correlating the sum of factor scores with the total score, with the following conditions:

- 1) If the correlation coefficient value (r-calculated) is less than 0.3, it is considered invalid.
- 2) If the correlation coefficient value (r-calculated) is equal to or greater than 0.3, it is considered valid.

Table 11. Validity Test.

Variable	Variable Item	Correlation (r-calculated)	Critical-r	Description
Sales Volume (Y)	Y1.1	0.531	0.30	Valid
	Y1.2	0.495	0.30	Valid
	Y1.3	0.642	0.30	Valid
	Y1.4	0.692	0.30	Valid
	Y1.5	0.487	0.30	Valid
	Y1.6	0.620	0.30	Valid
	Y1.7	0.413	0.30	Valid
	Y1.8	0.653	0.30	Valid
Digital Marketing (X1)	X1.1	0.620	0.30	Valid
	X1.2	0.513	0.30	Valid
	X1.3	0.553	0.30	Valid
	X1.4	0.411	0.30	Valid
	X1.5	0.458	0.30	Valid
	X1.6	0.650	0.30	Valid
	X1.7	0.774	0.30	Valid
	X1.8	0.708	0.30	Valid
E-Money (X2)	X2.1	0.632	0.30	Valid
	X2.2	0.666	0.30	Valid
	X2.3	0.612	0.30	Valid
	X2.4	0.400	0.30	Valid
	X2.5	0.660	0.30	Valid

The results of the validity test above indicate that all questionnaire statement items for variable (X) and variable (Y) have a correlation coefficient value above 0.30 (>0.30), so it can be stated that variable (X) and variable (Y) as a whole are valid.

b. Reliability Test

A questionnaire can be considered reliable if respondents answer the statements consistently or stably over time. This reliability test uses the Cronbach's alpha technique. It is said that an instrument has a high reliability value if the Cronbach's alpha value is > 0.7 (Sugiyono, 2017). From the analysis, the reliability coefficient was obtained as follows:

Table 12. Reliability Test.

Variable	Cronbach's Alpha Value	Critical Value	Description
Digital Marketing (X1)	0.852	0.7	Reliable
E-Money (X2)	0.838	0.7	Reliable
Sales Volume (Y)	0.853	0.7	Reliable

From the data table above, it can be seen that the Cronbach's alpha reliability coefficient for the Sales Volume (Y) variable is 0.853, for the Digital Marketing (X1) variable it is 0.852, while the E-Money (X2) variable has a value of 0.838. Based on the results of this study, it can be stated that the questionnaire instrument used for the Digital Marketing (X1), E-Money (X2), and Sales Volume (Y) variables is considered reliable.

Multiple Linear Regression Analysis

This multiple linear regression analysis is used to determine the magnitude of the factor variables used in this study. These variables are Digital Marketing (X1) and E-Money (X2) in influencing the Sales Volume variable (Y) for fashion MSME owners in Sidoarjo Regency. Here are the results of the linear regression analysis using SPSS software version 27 for Windows:

Table 13. Multiple Linear Regression Test.

Model	Unstandardized Coefficients (B)	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	5.596	4.476		11.250	.219
X1	2.247	.130	.166	2.907	.004
X2	1.439	.157	.798	9.181	.000

a. Dependent Variable: Y1

Based on the results in the table above, it can be seen and explained that the equation obtained is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 5.596 + 2.247X_1 + 1.439X_2$$

Based on the results obtained in the equation above, the meaning of the regression coefficients can be explained as follows:

1) Constant (a)

The value of the constant is 5.596. This indicates that without the influence of the independent variables, namely Digital Marketing (X1) and E-Money (X2), the value of the dependent variable, Sales Volume (Y), remains constant at 5,596.

2) Digital Marketing (X1)

The coefficient is positive at 2.247 between the Digital Marketing (X1) variable and the Sales Volume (Y) variable. This means that the variables have a positive relationship. Therefore, it can be concluded that if the Digital Marketing (X1) variable increases by one unit, the Sales Volume (Y) variable will also increase by 2.247 units.

3) E-Money (X2)

The coefficient between the E-Money (X2) variable and the Sales Volume (Y) variable is a positive 0.296. This means that the variables have a positive relationship. Therefore, it can be concluded that if the E-Money (X2) variable increases by one unit, the Sales Volume (Y) variable will also increase by 0.296 units.

Hypothesis Testing

1. Coefficient of Determination Test (R^2)

The (R^2) test is used to calculate the closeness of the relationship between the independent and dependent variables. Multiple regression analysis is a tool for determining the magnitude of the simultaneous (combined) contribution of the independent variables to the increase or decrease of the dependent variable. The results of the SPSS calculation for this analysis are shown in the table below:

Table 14. R Square Test Results.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.887 ^a	.786	.774	1.244	1.617

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y1

From the table above, it is known that the correlation coefficient R is 0.887, which is close to 1. This means there is a strong relationship (correlation) between the independent variables, including Digital Marketing (X1) and E-Money (X2), and the dependent variable, Sales Volume (Y).

Regarding multiple determination analysis, from the table above, it is known that the percentage of influence of the independent variables on the dependent variable, indicated by the R-squared value, is 0.883. Therefore, the multiple determination coefficient is $0.786 \times 100\% = 78.6\%$, and the remaining $100\% - 78.6\% = 21.4\%$. This means that the fluctuations in the dependent variable, Sales Volume (Y), are influenced by the independent variables, Digital Marketing (X1) and E-Money (X2), by 78.6%. The remaining 21.4% is influenced by other variables not examined in this study.

2. T-test (Partial Test)

In this hypothesis test, the t-test is used to measure the level of partial significance of the influence between the independent variables, including Digital Marketing (X1) and E-Money (X2), on Sales Volume (Y) for fashion MSME owners in Sidoarjo. The testing was conducted using a significance level of 0.05 ($\alpha=5\%$). Acceptance or rejection of the hypothesis is done using the following criteria:

- 1) If the significance value > 0.05 , then the hypothesis is rejected (the regression coefficient is not significant). This means that partially, the independent variable does not have a significant effect on the dependent variable.

- 2) If the significance value < 0.05 , then the hypothesis is accepted (the regression coefficient is significant). This means that partially, the independent variable has a significant effect on the dependent variable.

The results of the SPSS version 27 calculation regarding the t-test analysis (partial test) are shown in the table below:

Table 15. Results of Partial Test (t-test).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.596	4.476		11.250	.219
X1	2.247	.130	.166	2.907	.004
X2	1.439	.157	.798	9.181	.000

a. Dependent Variable: Y1

1. Testing using multiple linear regression on the hypothesis of the effect of Digital Marketing on Sales Volume shows a significance value of 0.004, which is less than 0.05. Because the significance level is $0.004 < 0.05$, H1, which states that the Digital Marketing variable (X1) partially influences Sales Volume (Y), is accepted.
2. Testing using multiple linear regression on the hypothesis of the effect of E-Money on Sales Volume shows a significance value of 0.000, which is less than 0.05. Because the significance level is $0.000 < 0.05$, H2, which states that the E-Money variable (X2) partially influences Sales Volume (Y), is accepted.

Table 16. Hypothesis Testing Results.

No.	Description	Result	Description
1	H1: Digital Marketing Affects Sales Volume	Accepted	$0.004 < 0.05$
2	H2: E-Money Affects Sales Volume	Accepted	$0.000 < 0.05$

Discussion

1. Digital Marketing Influences Sales Volume

Based on the partial test (t-test), the significance value is 0.004. This value is less than 0.05, indicating that digital marketing influences sales volume.

Digital marketing has become a field of marketing that makes it easier to reach a wider market share. Digital marketing strategies offer convenience for promoting products or services. Promotion through digital marketing has many opportunities to reach a wide market, and besides being more efficient and cost-effective, digital marketing can be a primary solution for MSME actors in offering their business products. This aligns with the TAM theory, which aims to predict and explain how technology users accept and utilize technology related to their work. One of the factors that can influence this is the user's perception of the usefulness and ease of use of information technology, which can be seen in the benefits and convenience for users.

The relationship between digital marketing and sales volume is that with digital marketing, sellers can more quickly provide information or promotions to consumers. Responding to consumer responses is also faster and easier. In addition, the marketing area is wider compared to traditional markets, so digital marketing strategies will affect sales volume.

This research provides evidence that, theoretically, digital marketing can help increase sales volume for fashion SMEs because previous literature has agreed that technological developments have dominated every sector, including business, where digital marketing can be used as an alternative and innovative strategy to increase product sales and thus grow the company. The increasing popularity of the internet is impacting all aspects of life, including sales. Digital marketing is a solution for all business owners, from micro to macro enterprises, as it is used to reach more buyers and increase sales.

2. E-Money Influences Sales Volume

The regression test results showing the effect of E-Payment on Sales Volume indicate a positive influence between E-Payment and Sales Volume for MSMEs in the Fashion Sector in Sidoarjo District. The use of E-payment has significantly contributed to the increase in sales volume for these MSMEs. The research results show that the adoption of digital payment technology has helped MSMEs increase transaction efficiency, expand market reach, and improve sales performance in the Fashion Sector MSMEs in Sidoarjo District.

The potential of e-payment to increase sales for small and medium-sized enterprises (SMEs) in the fashion sector in the Sidoarjo district has been widely observed by economic and business experts. They believe that using digital payment systems can improve efficiency, security, and convenience for MSMEs. This statement from experts provides a strong foundation for investigating how the implementation of digital payments impacts sales of small and medium-sized businesses (MSMEs) in the Fashion Sector in Sidoarjo District.

Consumer behavior in Sidoarjo has changed significantly as a result of the digital payment phenomenon. More and more customers are using digital payments because of their convenience, which provides new opportunities for MSMEs to increase their sales by changing the way they pay customers. Additionally, digital payments have the potential to expand market reach for small and medium-sized businesses (MSMEs), both demographically and geographically.

Empirical data shows that MSMEs in the Fashion Sector in Sidoarjo sub-district that use digital payments tend to experience an increase in income and sales. This is indicated by the analysis of transaction data and purchasing patterns, which shows that the adoption of digital payments has had a positive impact on the sales performance of MSMEs in Sidoarjo. This is indicated by surveys and the analysis of transaction data, which shows that the adoption of digital payments has had a positive impact on the sales performance of MSMEs in Sidoarjo.

CONCLUSION

Fundamental Finding : Based on the research findings and discussions explained above, several conclusions can be drawn: digital marketing influences sales volume. The relationship between digital marketing and sales volume is that with digital marketing, sellers can more quickly provide information or promotions to consumers, and responding to consumer responses is also faster and easier. In addition, the marketing area is wider compared to traditional markets, so digital marketing strategies will affect sales volume. E-money affects sales volume. The potential of e-payment to increase sales for small and medium-sized enterprises (SMEs) in the fashion sector in Sidoarjo sub-district has been widely observed by economic and business experts. They believe that using digital payment systems can improve efficiency, security, and convenience for MSMEs. This statement from experts provides a strong foundation for investigating how the implementation of digital payments impacts sales of small and medium-sized businesses (MSMEs) in the Fashion Sector in Sidoarjo sub-district. **Implication :** The findings imply that the use of digital marketing and e-money provides significant benefits for MSMEs in the fashion sector by expanding market reach, improving customer engagement, and increasing transaction convenience. This can help MSME owners develop more effective marketing strategies and adapt to technological advancements to increase competitiveness in the digital economy. **Limitation :** The limitations of this study are: this study only uses 2 independent variables (Digital Marketing and E-Money) and 1 dependent variable (Sales Volume). This study only uses objects from fashion sector MSME owners in Sidoarjo sub-district in 2023. **Future Research :** The suggestions that can be provided by the researcher are: it is recommended to use not only the questionnaire method but also the interview method to obtain broader and deeper answers. In addition, future researchers are also expected to use the latest analysis tools. It is also suggested that future researchers conduct similar research by adding other variables such as Service Quality, Price, Brand Trust, E-Commerce, Financial Technology (Fintech), Ease of Use, Usefulness, Trust, and others.

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