

The Effect of Digital Marketing, E-payment, and Service Quality on Sales Revenue of Culinary MSMEs in Tenda Santai Sejenak

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ABSTRACT

In the midst of the current era of digitalization, technological advances have provided various conveniences for entrepreneurs. Technological development is a development that cannot be avoided in everyday life. The culinary MSMEs of Tenda Santai Sejenak have a fairly high level of income in 2020 and above. the purpose of the study was to determine the effect of Digital Marketing, E-Payment and Quality Service on the sales revenue of culinary MSMEs in Tenda Santai Sejenak . The type of research method used in this research is quantitative method, The population of this study were customers of MSMEs Tenda Santai Sejenak with a total of 712 people. The sample of this study involved 90 respondents. The data used is primary data or data obtained directly from respondents, the data collection method used by researchers is to distribute questionnaires to customers of the Tenda Santai Sejenak UMKM directly by sampling using the Slovin technique. Based on partial hypothesis testing, it is concluded that there is an effect of Digital-Marketing and E-payment on Sales Revenue at Tenda Santai Sejenak and there is no effect of Quality Service on Sales Revenue at Tenda Santai Sejenak. Based on the results of this study, it can be concluded that the absence of digital marketing in an MSME business in the era of globalization like now greatly affects its sales revenue, not only with Digital Marketing but E-payment also has an effect on increasing MSME sales, because nowadays consumers choose not to be complicated in transactions.

Keywords: Digital Marketing, E-Payment, Service Quality, Sales Revenue

INTRODUCTION

In the midst of the current era of digitalization, technological advances have provided various conveniences for entrepreneurs. Technological development is a development that cannot be avoided in everyday life, because technological progress always goes with the development of science (Yanti & Ridayanti, 2022). A growing technological innovation has a positive impact and provides many conveniences for MSMEs in Indonesia, especially in the culinary field, fast food can be found in several market places or E-commerce .

Digital Marketing is a new creation media technology that applies databases of distribution channels and consumers individually, load efficiency and maximizes time. suppress individual interactive customers and turn potential into loyal customers (Ramida et al., 2022). E-payment is a payment model that can facilitate and provide convenience for users in using payment transactions. users only need to transact online by utilizing the internet. (Ming-Yen Teoh et al., 2013). Service quality is an activity effort to help consumers meet their needs (Cahya et al., 2021) good quality will cause a feeling

of pleasure in the minds of consumers and will create a sense of satisfaction in the hearts of consumers.

Tenda Santai Sejenak is one of the MSMEs engaged in the culinary field located in East Medan, Jl. bamboo II, Medan city, North Sumatra. The restaurant serves a variety of various rice menus, martabak & other Chinese food which has a fairly cheap and friendly price. in running its business, this culinary MSME remains focused on increasing its sales revenue by developing innovations through technology and maintaining the quality of its services so that customers still feel comfortable so that they can make sustainable purchases and sales revenue will increase.

Revenue is the amount charged to subscriptions for products sold, and is the most important element in a business (Putri & Arif, 2023). "Culinary MSMEs in Tenda Santai Sejenak have a fairly high level of income in 2020 and above. Based on the observation of Culinary MSMEs in Tenda Santai Sejenak, there has been an increase in sales revenue.

The following is the sales data for culinary MSMEs for the period 2018 to 2022.

Table I .Sales data of culinary MSMEs Tenda Santai Sejenak.

SALES REPORT					
MONTHS	TAHUN				
	2018	2019	2020	2021	2022
January	13.750.000	14.680.000	15.768.000	21.809.000	30.981.000
February	14.380.000	17.340.000	17.932.000	22.631.000	32.661.000
March	16.750.000	16.710.000	16.167.000	23.850.000	31.908.000
April	17.550.000	17.330.000	18.961.000	23.370.000	32.421.000
Mei	18.600.000	17.689.000	18.675.000	24.910.000	33.891.000
June	15.800.000	18.675.000	19.987.000	25.650.000	33.576.000
July	12.850.000	15.576.000	20.651.000	26.910.000	34.321.000
August	14.865.000	14.650.000	21.912.000	26.751.000	36.870.000
September	15.750.000	13.865.000	20.098.000	27.750.000	35.441.000
October	12.450.000	12.760.000	21.990.000	28.850.000	34.712.000
November	13.350.000	13.450.000	21.431.000	27.125.000	35.973.000
Desember	17.330.000	13.350.000	21.909.000	28.142.000	36.887.000
TOTAL	183.425.000	186.075.000	235.481.000	307.748.000	409.642.000

Based on the sales data presented, there has been an increase in sales revenue at the Tenda Santai Sejenak Culinary MSMEs, where sales in 2018 were valued at Rp.183,425,000 and there was a fairly high increase in 2022 reaching RP.409,642,000. Through the description in the background above, the researcher is interested in examining "The Effect of Digital Marketing, E-payment, and Service Quality on the sales revenue of culinary MSMEs at Tenda Santai Sejenak..

LITERATURE REVIEW.

Sales Revenue (Y)

Sales revenue is influenced by various factors, increasing sales revenue is one of the goals of every business owner. income is obtained from the sale of products that have not been reduced by the cost of expenses. Revenue is the gross inflow of economic benefits that arise. the existence of income in a business so that income determines the progress of a business. so that MSMEs must make maximum efforts to influence income in line with the use of existing resources in their business (Ramida et al., 2022).

According to Kieso, warfield (2007) revenue is the inflow of assets and or settlement of liabilities due to the delivery or production of goods, provision of services or other profit-generating activities that form the main or core operations of a company that is sustainable during one period. Karlina (2010) states that income can be interpreted as business income, namely income obtained from normal and abnormal operations in a business. therefore income is income obtained or sourced from an activity in the form of sales, royalties, dividends and others.

Income indicator indicators according to (Kilay et al., 2022), Danang (2017), namely Income or sales turnover, the income earned from business actors in a certain period of time . Business profit, profit obtained from the sale of production.

Digital marketing

According to Ridwan Sanjaya & Josua Tarigan (2009), digital marketing is a marketing activity including branding that uses various media such as blogs, websites, e-mail, adwords, and various kinds of social media networks. Digital marketing can also be called online marketing which is used to promote or market goods or products used through social media media, for example internet media, namely Instagram, Facebook, Line, WhatsApp and Telegram. Digital technology has brought changes to how people communicate, and determine opinions or decisions.

Digital marketing is a new creation media technology that applies databases of distribution channels and consumers individually, load efficiency and maximizes time. Emphasize interactive target customers and turn potentials into loyal customers (Ramida et al., 2022) According to Kotler (2019), the indicators of actions to increase marketing productivity that can be implemented into digital marketing indicators are as follows.

- Attractiveness level If most customers are not interested in a product brand even though they are familiar with it, it means that it has an attractiveness problem.
- Commitment level Attracting and convincing customers is an important step towards creating loyal brand advocates. The ability to increase customer commitment depends on channel availability and the ability to provide a good/excellent experience.
- Affinity level Marketing with a long-term orientation is related to the post-purchase experience which includes use and after-sales service and evaluation of the

consistency of service performance in meeting and even exceeding market expectations.

E-Payment

According to Wahyu in Firmansyah (2013) Electronic Payment is a payment system that supports e-commerce and benefits business transactions by improving customer service, improving cash management processes, saving time and efficiency, payment transactions can be made anytime, anywhere, with various media and unlimited. E-payment services are used for various needs through Bank Payment Media (ATM, phone banking, internet banking, mobile banking, teller).

The success of e-payment is influenced by several factors. Here are some indicators of factors that affect the success of epayment according to Turban, E., 7 & King D cited by agung firmansyah (2013), namely:

- 1) Independence
- 2) Interoperability and portability
- 3) Security
- 4) Anonymity
- 5) Divisibility
- 6) Ease of use
- 7) Transaction costs

Service Quality

According to Kotler (2019) defines service quality as a form of consumer assessment of the level of service received with the expected level of service. if the service received or felt is as expected, then the service quality is perceived as good and satisfying. the satisfaction that has been formed can encourage consumers to make repeat purchases and will become loyal customers. According to Goesth and Davis (2019) defines service quality as a dynamic condition related to service products, people, processes, the environment that is able to meet and or exceed consumer expectations. According to (Rashid et al., 2021) service quality is the overall characteristics and characteristics of a good or service that have an impact on its ability to satisfy stated or implied needs. The quality of service provided by the company to meet consumer expectations.

Indicators of service quality (Tjipto and Candra, 2019) are:

1. Reliability
2. Responsiveness
3. Assurance)
4. Empathy
5. Physical evidence

HIPOTESIS

- H1: Digital marketing affects Sales revenue
H2: E-payment affects Sales revenue
H3: Service quality affects Sales revenue
H4: Digital marketing, E-Payment and Service Quality affect sales revenue.

RESEARCH METHOD

The type of research method used in this research is quantitative method, which is a research method that uses numbers or numeric. . The population of this study were

customers of UMKM Tenda Santai Sejenak with a total of 712 people. The sample of this study involved 90 respondents. The data used is primary data or data obtained directly from respondents, the data collection method used by researchers is to distribute questionnaires to customers of UMKM Tenda Santai Sejenak directly by sampling using the sovlin technique with the formula :

$$n: \frac{N}{1+Nxe^2} = 87,68 \text{ rounded to } 88 \text{ and used } 90 \text{ samples.}$$

The data analysis model used in this study is a multiple linear regression analysis model. Researchers use multiple linear regression because this model is useful for knowing the effect of two or more independent variables on the existing dependent variable, the formula for multiple linear regression is as follows

$$Y = a + X_1b_1 + X_2b_2 + X_3b_3 + e$$

Description

Y = Sales revenue

X1 = Digital marketing

X2 = E-Payment

X3 = Service quality

RESULTS

Validity and Reliability Test

Based on the results of validity and reliability tests on 23 statements consisting of 4 Digital marketing statements, 8 E-payment statements, 7 Service Quality statements and 4 Sales Revenue statements. The results of the validity test show that all statement points in variable X1 (Digital marketing) obtained a calculated $r > 0.361$, so all items in variable X1 are valid. The results of the validity test show that all statements in variable X2 (E-payment) obtained a calculated $r > 0.361$ so that the data for all items in variable .The results of the validity test show that all statements in variable X3 (Service Quality) obtained a calculated $r > 0.361$ so that the data for all items in variable The results of the validity test on variable Y (Sales Revenue) obtained a calculated $r > 0.361$, so that the data for all variable Y items is valid.

The validity test results for each number of items in the Digital Marketing (X1), E-payment (X2), Service Quality (X3) and Sales Revenue (Y) variables have a Cronbach's Alpha above 0.6 so that the reliability of each variable is considered acceptable..

Classic Assumption Test

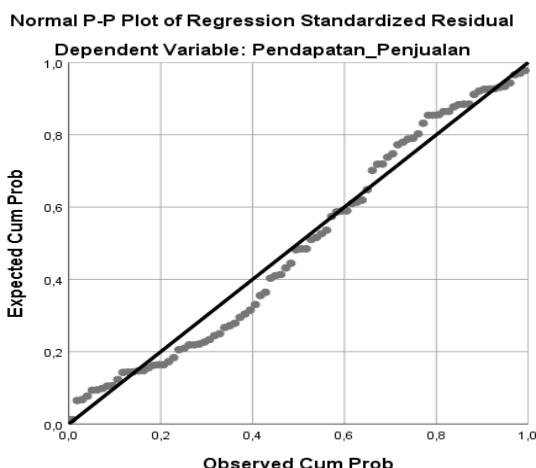
Table 2 .one sample Kolmogrov-Smirnov Test

Normality test

Unstandardized Residual	
N	90
Asymp. Sig. (2-tailed)	0.061

Based on the output above, it is known that the results of the one-sample kolmogrov-smirnov have a significant level of 0.061 greater than 0.05, so the data can be said to be normal.

Figure 1. Normal Probability Plot of Regression



Based on the graph output above, it can be seen that the point is close to the normality line which proves that the data is normally distributed and can be used for periodic testing.

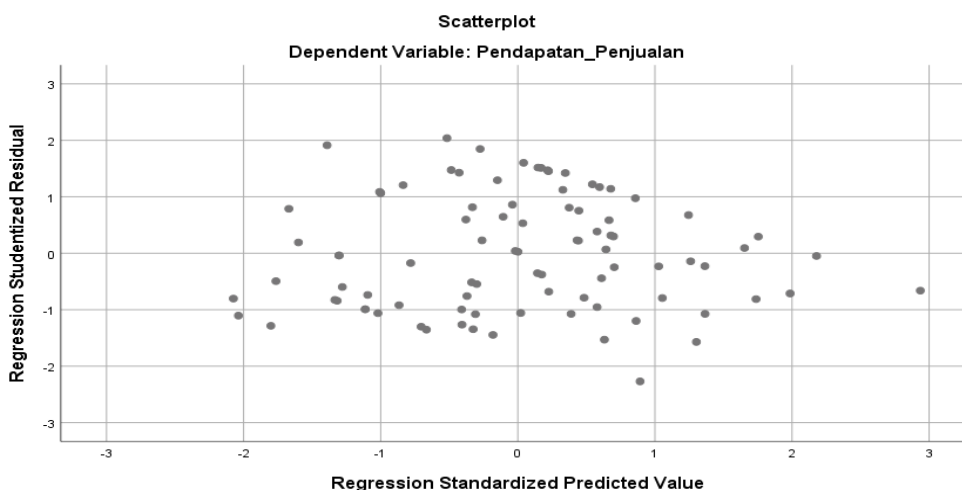
Table 3. Multicollinierity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital_Marketing	.573	1,746
	E-Payment	.449	2,226
	Service Quality	.624	1,601

a. Dependent Variable: Sales_Revenue

Based on the output above, it can be seen that the correlation value of the Digital Marketing variable has a tolerance value of 0.573 and VIF 1.746, the E-payment variable has a tolerance value of 0.449 and VIF 2.226, while the Service Quality variable has a tolerance value of 0.624 and VIF 1.601. these three variables have a tolerance value > 0.1 and VIF < 10, so it can be concluded that these variables do not occur multicollinearity.

Figure 2 .Heteroscedasticity Test Results Scatterplot



In Figure 2 above, the points of the Scatterplo graph spread randomly and are scattered above and below the number 0 on the Y growth without forming a certain pattern. so it can be concluded that these variables do not occur heteroscedastistas.

Multiple Linear Regression test

Table 4. Multiple Linear Regression Test

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	3.069	1.610
Digital Marketing	0.323	0.141
E-payment	0.214	0.096
Service Quality	0.158	0.095

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 3,069+0,323+0,214+0,158$$

Based on the above equation, it can be explained as follows

- 1.The constant (y) = 3.069 shows that the variables Digital Marketing, E-Payment, and Service Quality are worth 0, so Sales Revenue is 3.069.
- 2.The Coefficient X_1 : 0.323 indicates that every increase in the Digital Marketing variable by 1 unit, the value of Sales Revenue will increase by 0.323.
- 3.The coefficient X_2 : 0.214 indicates that each increase in the E-payment variable by 1 unit, the value of Sales Revenue will increase by 0.214.
- 4.The coefficient X_3 : 0.158 indicates that each increase in the Digital Marketing variable by 1 unit, the value of Sales Revenue will increase by 0.158.

Table 5. t Test

Model	t	Sig.
(Constant)	1.907	0.060
Digital_Marketing	2.286	0.025
E-Payment	2,220	0.029
Service_Quality	1,660	0,101

a. Dependent Variable: Sales_Revenue

Hypothesis Ttabel test

1. It is known that the significant value for the effect of Digital Marketing (X_1) on Sales Revenue (Y) is $0.025 < 0.05$ and the calculated t value is $2.286 > 1.987$, so it can be

concluded that H_1 is accepted there is an effect of Digital-Marketing (X_1) on Sales Revenue (Y).

2. It is known that the significant value for the effect of E-payment (X_2) on Sales Revenue (Y) is $0.029 < 0.05$ and the t value is $2.220 > 1.987$, so it can be concluded that H_2 is accepted there is an effect of E-Payment (X_2) on Sales Revenue (Y).
3. It is known that the significant value for the effect of Quality Service (X_3) on Sales Revenue (Y) is $0.101 > 0.05$ and the t value is $1.660 > 1.987$, so it can be concluded that H_3 is accepted that there is no effect of Quality Service (X_3) on Sales Revenue (Y).

Ftable Test

Table 6. F Test

Modal		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	737,227	3	245,742	17,226	,000 ^b
	Residual	1226,873	86	14,266		
	Total	1964,100	89			

a. Dependent Variable: Sales_Revenue

b. Predictors: (Constant), Service_Quality, Digital_Marketing, E-Payment

The table above shows the value of $F_{\text{calculate}} (17,226) > F_{\text{table}} (2.17)$ with a significance of $0.000 < 0.05$ so it can be concluded that there is a significant influence between Digital Marketing, E-payment, and Service Quality simultaneously on Sales Revenue at UMKM Tenda Santai Sejenak.

Determination Coefficient Test.

Table 7. Coefficient of Determination

Modal	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	,613 ^a	,375	,354	3,777

a. Predictors: (Constant), Service_Quality, Digital_Marketing, E-Payment

Based on the table of the coefficient of determination test results above, it shows that the R Square (R^2) or the coefficient of determination obtained is 0.375, meaning that the Sales Revenue variable can be influenced by Digital Marketing, E-payment and Service Quality by 35.4%.

DISCUSSION

Based on the results of the research that has been studied, this discussion will discuss the effect of Digital Marketing, E-Payment and Service Quality on MSME sales revenue at Tenda Santai Sejenak.

The effect of digital marketing on sales revenue.

Based on partial hypothesis testing using the t test, it is known that the effect of Digital Marketing (X_{1i}) on Sales Revenue (Y) is $0.025 < 0.05$ and the tcount value is $2.286 >$

1.987, so it can be concluded that H_1 is accepted there is an effect of Digital-Marketing (X_1) on Sales Revenue (Y) at Tenda Santai Sejenak.

This is also in accordance with what was explained in research conducted by Based on previous research conducted by ((Nasution et al., 2022) In his research entitled "The Role of Digital Marketing in Increasing the Income of Sharia-based Culinary MSMEs in the City of Medan.

The Effect of E-Payment on Sales Revenue.

Based on partial hypothesis testing using the t test, it is known that the effect of E-payment (X_2) on Sales Revenue (Y) is $0.029 < 0.05$ and the tcount value is $2.220 > 1.987$, so it can be concluded that H_2 is accepted there is an effect of E-Payment (X_2) on Sales Revenue (Y) Tenda Santai Sejak.

In accordance with research conducted by (Naufalia, 2022) in his research entitled "The influence of Digital Payment and E-service Quality on Consumer Behavior Of Shopee Users) which stated that E-payments have an effect on Providing Sales Income.

Effect of Service Quality on Sales Revenue.

Based on partial hypothesis testing using the t test, it is known that the effect of Quality Service (X_3) on Sales Revenue (Y) is $0.101 > 0.05$ and the tcount value is $1.660 > 1.987$, so it can be concluded that H_3 is accepted that there is no effect of Quality Service (X_3) on Sales Revenue (Y) Tenda Santai Sejak.

In accordance with research conducted by (Cahya et al., 2021) in his research entitled "The Influence of Service Quality and Price on Purchasing Decisions" which states that Service Quality has no influence on purchasing decisions. so there is no effect in sales revenue.

CONCLUSION

Based on the results of this study, it can be concluded that the absence of digital marketing in an MSME business in the era of globalization as it is now greatly affects its sales revenue, not only with Digital Marketing but E-payment also has an effect on increasing MSME sales, because nowadays consumers choose not to be complicated in transactions.

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