



## Does the use of a Digital Marketing Communication Strategy Effectively Affect Conversions? (Case Study on DatascripMall.ID)

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**Abstract:** The development of technology, it then has a significant impact on aspects of human life and business development. In this case, there are many methods that can be used as a method of using digital marketing strategies for companies. In this study, a case study was taken on DatascripMall.id whose line of business is in the technology sector. The research method used this time is a quantitative research method with data collection techniques using primary and secondary methods. The results obtained in this study show that there is a significant influence between each variable on the company related to efforts to increase company profits.

**Keywords:** *Digital Marketing Communication; Marketing Strategy; Technology*

## INTRODUCTION

The marketing landscape has shifted since the involvement of multinational digital corporations, such as Google. As a search engine platform, Google allows the marketer to display their products through search engine optimization. On the other side, the customer's searching behavior has moved



digitally. Customers rely on search engines to find the proper product or service. Google sits as a mediator that connects customers and marketers through digital technology, algorithms, and search engine optimization.

Google as a mediator has grown more promising since most of the customers are active online. Google also develops several useful tools to help marketers reach customers, such as Google Ads, Google Display Network, and Google Analytics. Using these tools, marketers help customers quickly and efficiently find suitable products and then make some purchases. Simply put, customers will see ads on any digital channel, such as social media, and click and get to know the product. The action of customers visiting the website of the marketers is called traffic. Traffic can be generated through several channels such as direct, referral, pop ads, social media ads, google display network, google search ads, and organic Google search. Direct traffic means customers visit the website from the web URL link. For example, customers know the website name and decide to enter it directly into the address bar. A referral program uses existing customers to recommend the product or the website to other potential customers, such as their family or colleagues. Pop ads traffic is generated when customers click on a small box containing a link and short information about the website that pops up over an existing page. In social media ads traffic, customers visit the website through ads found on social media websites such as Instagram ads. In Google Display Network, similar to Pop ads, customers have to click on the box containing short information to visit the website but instead of being a pop it is located and stays within the page. The last two kinds of traffic involve the Google search engine. When marketers use Google search ads, the ads themselves will be in the first result of the search thus making customers prefer to click that over other search results. The last one is organic Google search traffic which means the customers click on the website that appears as a usual search result instead of being an advertisement. Google Analytics collects customers' identity and behavior as data to personalize the advertisement. thus, they will have a greater chance to generate sales.

A new channel of communication has been made possible by the social media revolution brought on by 9/11<sup>1</sup>. Apart from social media, mobile technology nowadays plays a key role in marketing communications. Its development at this time can be seen as a communication process and also has an

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<sup>1</sup> Carol M Sashi, "Customer Engagement, Buyer-seller Relationships, and Social Media," *Management Decision* 50, no. 2 (2012): 253–72.



e-commerce goal, which is used as one of the steps for direct sales to consumers<sup>2</sup>. A company's efficacy and efficiency in conducting business might be considerably improved by the present revolution in digital communication. The practice has undergone many changes in recent years, where digital communication has become a key component. The Digital Marketing Institute<sup>3</sup> clarifies that digital marketing utilizes digital technology to create integrated, directed, and measurable communications. Such communication will contribute to acquiring and retaining customers by building strong and deep relationships.

This research will investigate how DatascripMall.ID market growth is influenced by digital marketing communication strategies. DatascripMall.ID uses a range of strategies and tools, including content marketing, social media marketing, email marketing, and search engine optimization. The main objective of every digital communication channel employed by DatascripMall.ID is to attract new clients, which will increase the company's sales and raise its profile. Most businesses use digital marketing platforms today to stay up to date, expand business opportunities, reduce costs, and spend less time on marketing. One of the aims of this thesis is to thoroughly explain digital marketing communications, their methods, and how they differ from traditional marketing communications. In addition, the goals to be achieved in this thesis are also related to wanting to see whether there is an influence from the use of digital marketing on product sales at DatascripMall.ID.

The broad notion of marketing completely encompasses all contemporary digital platforms and technologies used in engaging, implementing, executing, and managing marketing strategies and plans to enhance client enjoyment. Businesses are looking for a clear strategy to get started with and incorporate digital marketing as it is one of the important elements in the advertising mix, but they don't understand or know how to do it<sup>4</sup>. In the industrialized world, smartphones and internet access are growing in popularity and use, and businesses are now recognizing the value of digital marketing. It has been noted that effective customer management requires using both traditional and online strategies at the same time<sup>5</sup>.

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<sup>2</sup> Nindyta Aisyah Dwityas et al., "Digital Marketing Communication Strategies: The Case of Indonesian News 'Portals,'" 2020.

<sup>3</sup> Kevin L Smith, "What Is Digital Marketing," *Digital Marketing* 101 (2007).

<sup>4</sup> Dave CHAFFEY, "Definitions of Emarketing vs Internet vs Digital Marketing.[Online] Smart Insights.[Cit. 2014-01-9]," 2013.

<sup>5</sup> Andrew J Parsons, Michael Zeisser, and Robert Waitman, "Organizing for Digital Marketing," *The McKinsey Quarterly*, no. 4 (1996): 185.



Even though at this time the development of the digital world is increasingly developing into digital marketing, as a company that carries out marketing activities, you also still have to pay attention to a comprehensive and synergistic strategy. As was understood prior to the development of digital marketing that exists today, many companies were initially successful by using traditional marketing methods. This is, of course, associated with appropriate strategic steps. The current use of digital marketing helps companies transform their traditional marketing strategies. Aspects of changes in human life that have an impact on technology itself are developments from traditional marketing communication efforts, which will then focus on marketing efforts for a company's products<sup>6</sup>.

The internet and technology have now developed into new media for marketing efforts. With online marketing, it is basically a development step from marketing methods that have existed before<sup>7</sup>. With the increase and use of smartphones and internet access, as well as the emergence of social media and advances in web technology and mobile applications, communication has become much easier than in previous decades<sup>8</sup>. The use of digital marketing provides new opportunities to reach, educate, and engage consumers and to offer and market products and services. Digital marketing is anticipated to remain at the forefront of future technological changes<sup>9</sup>.

Social media is very dynamic in today's society and allows everyone to contribute their views, ideas, and beliefs. The fact that 97% of marketers use social media marketing is another sign of this growth. Social media marketing allows businesses to communicate directly with their customers, which increases revenue, develops brand equity, and increases customer loyalty.

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<sup>6</sup> Aisyah Dwityas et al., "Digital Marketing Communication Strategies: The Case of Indonesian News 'Portals.'"

<sup>7</sup> Caroline N Maina, "Effect of Digital Marketing Tools and Promotion on Performance of Businesses and Buying Interest in Real Estate Sector in Nairobi County," *Journal Master of Business Administration in Marketing*, KCA University, 2022.

<sup>8</sup> Vladyslava Yemelianenkova, "Digital Marketing Tools for Omniconsumers – New Strategies of Promotion in After Pandemic Realities on the Basis of Privat Bank," *Journal of Ukrainian-American Concordia University*, 2022.

<sup>9</sup> Eunju Ko, "Bridging Asia and the World: Global Platform for the Interface between Marketing and Management," *Journal of Business Research* (Elsevier, 2019); Cait Lamberton and Andrew T Stephen, "A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry," *Journal of Marketing* 80, no. 6 (2016): 146–72.



Social media marketing increases awareness, which increases traffic and generates more money. Despite being a part of social media marketing, SEO varies from PPC in that it boosts website traffic in locations other than those that pay per click (organic). The goal of SEO is to do keyword research, optimize website pages, and get backlinks. As said before, Google (and other search engines) are committed to providing high-quality content to their users. They can do this by creating real-time algorithms that they believe will give the best results. The crawlers used by search engines visit each page in turn to collect data about all the content available online. After gathering all the information, the search engine creates an index (a collection of web pages), which is passed through an algorithm that tries to match all the information with a given query. Search engines base their rankings on a number of parameters to display the best results. The first and most significant criterion is relevance, which implies that a website must provide the information users are looking for because search engines prioritize pages that are closely related to the search phrase (Google considers more than 200 factors when determining content relevance). PPC marketing is a strategy to leverage search engine advertising to generate clicks on a website as opposed to an organic search approach. Sentence (2018) claims that PPC marketing gives companies the opportunity to advertise in the sponsored list section of the SERP by paying a fee each time the ad is clicked. PPC allows businesses to concentrate on individuals depending on their demographic traits. A practical technique for directing the right clients to a company website is to display advertisements and target their customers depending on age, gender, education, relationship status, or even interests<sup>10</sup>.

Many businesses now include digital marketing as a crucial part of their overall strategy. There is now a low-cost and highly effective method for even the smallest business owners to advertise their wares to the public. Internet marketing can be done anywhere. A range of print and electronic media, including but not limited to smartphones, tablets, computers, TVs, video game consoles, and digital billboards, may be used to promote the business and its products. In digital marketing initiatives, attention must be given to serious concerns. A company has to build a focused media strategy and encourage new employee loyalty in order to find the best way to boost digital productivity<sup>11</sup>.

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<sup>10</sup> Philip Kotler, "Manajemen Pemasaran Edisi Milenium," *Jakarta: Prenhallindo*, 2002.

<sup>11</sup> Afrina Yasmin, Sadia Tasneem, and Kaniz Fatema, "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study," *International Journal of Management Science and Business Administration* 1, no. 5 (2015): 69-80.



## THEORETICAL BASIS

### 1. Digital Marketing Theory

This research will probably cover theories related to digital marketing, such as social media concepts, online advertising, and best practices in digital marketing<sup>12</sup>. Digital marketing theory deals with the use of digital technologies and online platforms to promote products or services. It includes concepts such as:

- a. Online Market Segmentation: This theory discusses how to divide an online market into smaller, more focused segments to identify potential customers.
- b. Social Media and Online Interaction: This theory covers how social media and online interactions can be used to interact with audiences, build brands, and promote products or services.
- c. Digital Advertising: This theory covers the concept of online advertising, including ad targeting methods, pay-per-click, and behavioral-based advertising<sup>13</sup>.

### 2. Conversion Theory

This research will probably use conversion-related theories, which include conversion concepts in online marketing, such as converting visitors into customers or consumers. Conversion theory deals with changes in customer or audience behavior from one stage to another in the marketing process<sup>14</sup>. Some concepts in conversion theory include:

- a. Visitor to Customer Conversion: How to convert website or social media visitors into actual customers.
- b. Convert Leads to Sales: How to convert leads (potential leads) into sales or customers.
- c. Conversion Funnels: This theory involves creating a "funnel" that describes the steps required to achieve a conversion, from introduction to purchase.

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<sup>12</sup> A Rizaldi et al., "Digital Marketing as a Marketing Communication Strategy," *International Journal of Research and Applied Technology (INJURATECH)* 1, no. 1 (2021): 61-69.

<sup>13</sup> Vladyslava Yemelianenkova, "Digital Marketing Tools for Omniconsumers-New Strategies of Promotion in after Pandemic Realities (on the Basis of 'PrivatBank') (Private Higher Educational Establishment-Institute "Ukrainian-American ..., 2022).

<sup>14</sup> Arjuna Rizaldi and H Hidayat, "Digital Marketing Communication Strategy," *Jurnal Entrepreneur Dan Entrepreneurship* 9, no. 2 (2020): 57-66.





### 3. Communication Theory

This research may also involve communication theory to understand how digital marketing messages are delivered and received by audiences, as well as how this communication influences consumer decisions<sup>15</sup>. Communication theory deals with how messages are conveyed, received, and understood by audiences. Some concepts in communication theory include:

- a. Communication Model: An example is the Shannon-Weaver model which describes communication as the process of sender, message, channel, receiver, and feedback.
- b. Media Effects: How different media can affect audience perception and behavior.
- c. Message Encoding and Decoding: How messages are encoded by the sender and decoded by the receiver, as well as the role of perception in this process.

### 4. Effectiveness Measurement Theory

To measure the effectiveness of digital marketing communication strategies, this research will probably include theories related to performance measurement, such as KPIs (Key Performance Indicators) in the context of digital marketing<sup>16</sup>. Effectiveness measurement theory deals with how to measure the performance and results of digital marketing efforts. These include concepts such as:

- a. Key Performance Indicators (KPIs): How to select and measure appropriate key indicators to measure the success of a digital marketing campaign.
- b. Data Analytics: How to collect, analyze, and interpret data to evaluate the effectiveness of digital marketing.
- c. ROI (Return on Investment): How to calculate and understand the ROI of a digital marketing investment.

### 5. Case Studies

The case studies mentioned in the title ("Case Studies in DatascripMall.ID") suggest that this research will probably also use the case study method to

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<sup>15</sup> Dewi K Soedarsono et al., "Managing Digital Marketing Communication of Coffee Shop Using Instagram.," *International Journal of Interactive Mobile Technologies* 14, no. 5 (2020).

<sup>16</sup> N R Rusdana, S J Choirani, and A S Friska, "Digital Marketing Communication Strategy for Micro, Small and Medium Enterprises (MSMEs) in Business Competition," *International Journal of Research and Applied Technology (INJURATECH)* 2, no. 1 (2022): 163–68.



collect data and analyze how digital marketing communication strategies are implemented in DatascripMall.ID affects conversions.<sup>17</sup>

It is important to remember that the theories used in this study will depend largely on the research method chosen by the researcher, as well as the assumptions and variables they consider in their analysis. In addition, the study can also refer to related literature and research in the domain of digital marketing and conversion to support their theoretical framework.<sup>18</sup>

## RESEARCH METHODS

Bhandari asserts, "Quantitative Research is a process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causality, and extrapolate results to wider populations." The method used in the study was A quantitative study measuring the effectiveness of DatascripMall.ID traffic marketing efforts. The data used in this study comes from Google Analytics. Inspected traffic is represented by sessions and transactions in Google Analytics.

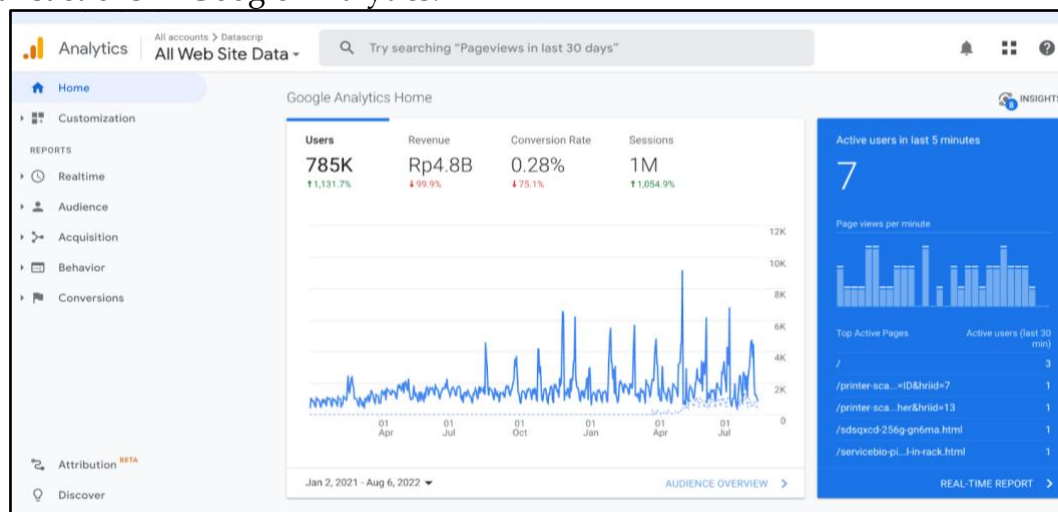


Fig. 1. Google Analytics dashboard overview (2 Jan 2021 - 6 Aug 2022)

Source: Google Analytics for <https://datascripmall.id/>

<sup>17</sup> Maina, "Effect of Digital Marketing Tools and Promotion on Performance of Businesses and Buying Interest in Real Estate Sector in Nairobi County."

<sup>18</sup> Marisa Martín Jiménez, *Marketing Digital* (Marcombo, 2020).





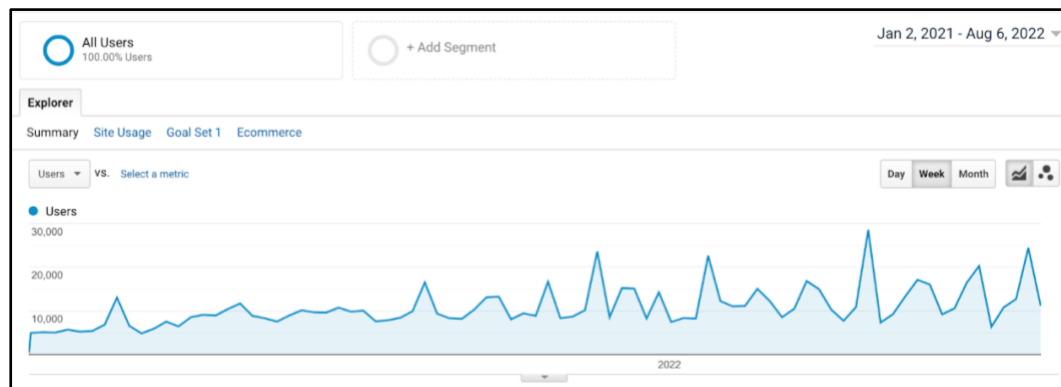


Fig. 2. Traffic sources overview (weekly data, 2 Jan 2021 - 6 Aug 2022)  
Source: Google Analytics for <https://datascripmall.id/>

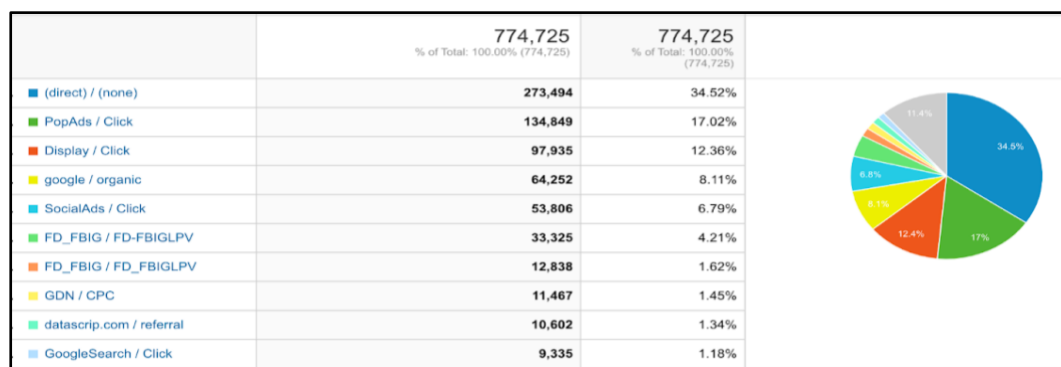


Fig. 3. Top Traffic Sources (2 Jan 2021 - 6 Aug 2022)  
Source: Google Analytics for <https://datascripmall.id/>

Google Analytics is integrated with the company's website and used as Secondary Data. Secondary data is data created by other people<sup>19</sup>. As part of this research, the company's website was used to gather secondary data that may be valuable in this particular study to provide a more comprehensive understanding of the digital marketing strategy and competitive landscape. The procedure of collecting the data used in this research was using secondary data (Google Analytics). This technique answered the difficulty in this study about how significant the impact of digital marketing communication on marketplace DatascripMall is.ID development and also which channels impact the most transactions in DatascripMall.ID. The authors expected that the data would be

<sup>19</sup> Àngels Dasí et al., "Teams and Project Performance: An Ability, Motivation, and Opportunity Approach," *Project Management Journal* 52, no. 1 (2021): 75-89.



more accurate with the help of the technology of Google Analytics.

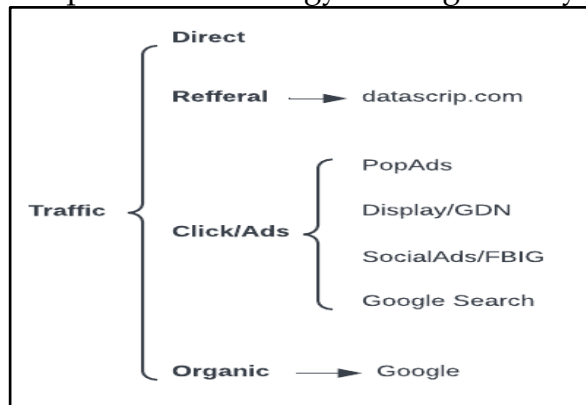


Fig. 4. Sequence of the performed regression  
Source: Author's work (lucid chart)

Linear regression used in this research Attempts to model the relationship between two variables by fitting a linear equation to observed data. One variable is considered an explanatory variable, and the other is considered to be a dependent variable. The authors want to relate the traffic from the marketing channel at DatacripMall.ID to their transaction using a linear regression model.

Fig. 5 depicts the research model used in this study. Each traffic source will be tested for correlation with conversions, and each hypothesis will be retested to determine the extent to which each traffic has an effect on transactions.

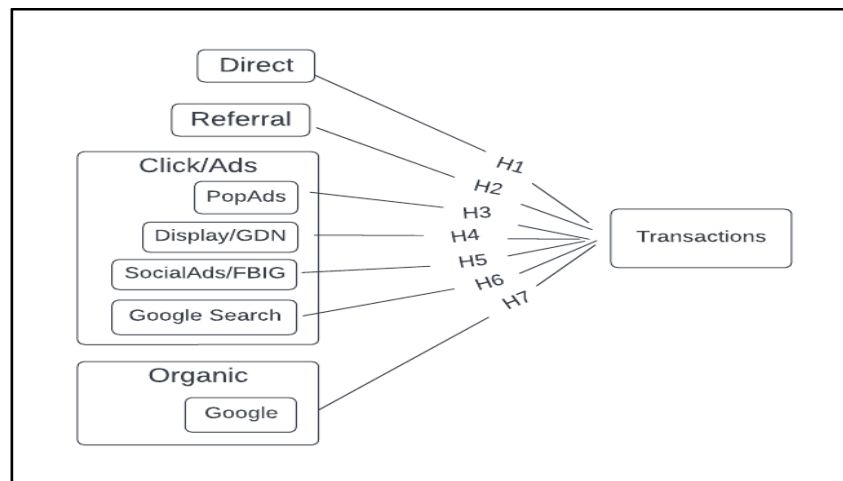


Fig. 5. Research Model Source: Author's Work

The hypothesis below is suggested. Each of the hypotheses carried out aims



to prove which traffic source has the most influence on traffic:

**H1: 'Direct' traffic has a positive & significant impact on the number of transactions.**

Traffic data come from users who directly visited the Marketplace website DatascripMall.ID. Transaction data for direct traffic comes from Google Analytics reports. The independent variable used is the "direct" traffic data and the dependent variable is the transaction. According to the data in Fig. 3, direct traffic is the largest traffic source with a percentage of about 34,52%. This means that there are increasingly more users who are completing transactions coming from "Direct" traffic.

**H2: 'Referral' traffic has a positive & significant impact on the number of transactions.**

The referral data comes from users who visited the Marketplace website DatascripMall.ID from the referring link. Transaction data for 'Referral' traffic comes from Google Analytics reports. The independent variable used is the 'referral' traffic data and the dependent variable is the transaction.

**H3: 'PopAds' traffic has a positive & significant impact on the number of transactions.**

The PopAds data come from users who visited the Marketplace website DatascripMall.ID by tapping the Pop Up Page Ads link. Transaction data for 'PopAds' traffic comes from Google Analytics reports. The independent variable used is the 'PopAds' traffic data and the dependent variable is the transaction.

**H4: 'SocialAds/FBIG' traffic has a positive & significant impact on the number of transactions.**

The SocialAds/FBIG data come from users who visited the Marketplace website DatascripMall.ID by Social Media Ads, either from Facebook or Instagram links. Transaction data for 'SocialAds/FBIG' traffic comes from Google Analytics reports. The independent variable used is the 'SocialAds/FBIG' traffic data and the dependent variable is the transaction.

**H5: 'Display/GDN' traffic has a positive & significant impact on the number of transactions.**

The Display/GDN data come from users who visited the Marketplace website DatascripMall.ID by Web Banner Ads. Transaction data for 'Display/GDN' traffic comes from Google Analytics reports. The independent variable used is the 'Display/GDN' traffic data and the



dependent variable is the transaction.

**H6: 'Google Search' traffic has a positive & significant impact on the number of transactions.**

The Google Search data come from users who visited the Marketplace website DatascripMall.ID by Search Engine Marketing that clicks a few keywords that have been designated as traffic-generating keywords. Transaction data for 'Google Search' traffic comes from Google Analytics reports. The independent variable used is the 'Google Search' traffic data and the dependent variable is the transaction.

**H7: 'Google(organic)' traffic has a positive & significant impact on the number of transactions.**

The Google (Organic) data come from users who visited the Marketplace website DatascripMall.ID by Search Engine Optimization that users search on Google from organic search results. Transaction data for 'Google (Organic)' traffic comes from Google Analytics reports. The independent variable used is the 'Google (Organic) traffic data and the dependent variable is the transaction

## RESEARCH RESULT

This output summary table displays the strength of the relationship between the independent variable and the dependent variable in the attached table below. Multiple R, is a metric used to measure how closely the dependent and independent variables are related linearly. R might have a positive or negative number (between -1 – 1). A stronger relationship is indicated by a higher R value (+ or -). Meanwhile, R Square (R<sup>2</sup>), also known as the coefficient of determination, is a measure of how well the regression equation fits the data; specifically, it indicates the percentage of the total variation in the dependent variable that can be accounted for by the independent variable. R<sup>2</sup>'s value ranges from 0 to 1, and as it approaches 1 the fit of the model is stated to be better.

**H1: 'Direct' traffic has a positive & significant impact on the number of transactions.**



SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0,038782965							
R Square	0,001504118							
Adjusted R Squ	-0,010525953							
Standard Error	11,75868011							
Observations	85							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	17,28745167	17,28745167	0,125029884	0,724538519			
Residual	83	11476,12431	138,266558					
Total	84	11493,41176						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	9,152530205	6,352312563	1,440818618	0,153397854	-3,481963993	21,7870244	-3,481963993	21,7870244
Direct	0,000473359	0,001338701	0,35359565	0,724538519	-0,002189263	0,003135981	-0,002189263	0,003135981

Fig. 14. Regression for Direct vs. Transaction (weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R-value is positive, as can be seen in the table of regression findings between Direct and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Direct traffic significantly and positively affects the number of transactions.

**H2: 'Referral' traffic has a positive & significant impact on the number of transactions.**

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0,030444379							
R Square	0,00092686							
Adjusted R Squ	-0,011110166							
Standard Error	10,43878444							
Observations	85							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	8,390636421	8,390636421	0,077000766	0,782093781			
Residual	83	9044,362305	108,9682205					
Total	84	9052,752941						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	8,92762597	2,778534188	3,213070405	0,001870344	3,401233222	14,45401872	3,401233222	14,45401872
Referral	-0,000914579	0,003295897	-0,277490118	0,782093781	-0,007469985	0,005640827	-0,007469985	0,005640827

Fig. 15. Regression for Referral vs. Transaction (weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R-value is positive, as can be seen in the table of regression findings between Referral and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Referral traffic significantly and positively affects the number of transactions.



**H3: 'PopAds' traffic has a positive & significant impact on the number of transactions.**

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	1							
R Square	1							
Adjusted R Squ	1							
Standard Error	0							
Observations	52							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0	0	#NUM!	#NUM!			
Residual	50	0	0					
Total	51	0						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0	0	65535	#NUM!	0	0	0	0
PopAds	0	0	65535	#NUM!	0	0	0	0

Fig. 16. Regression for Popads vs. Transaction (weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R-value is positive, as can be seen in the table of regression findings between PopAds and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that PopAds traffic significantly and positively affects the number of transactions.

**H4: 'SocialAds/FBIG' traffic has a positive & significant impact on the number of transactions.**

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0,109391366								
R Square	0,011966471								
Adjusted R Squ	-0,000865133								
Standard Error	0,286116037								
Observations	79								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	1	0,076343056	0,076343056	0,932577936	0,337217238				
Residual	77	6,30340378	0,081862387						
Total	78	6,379746835							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%	
Intercept	0,051446126	0,050170181	1,025432343	0,308369931	-0,048455467	0,15134772	-0,048455467	0,15134772	
SocialAds/FBIG	2,49203E-05	2,58054E-05	0,965700748	0,337217238	-2,64648E-05	7,63053E-05	-2,64648E-05	7,63053E-05	

Fig. 17. Regression for SocialAds/FBIG vs. Transaction (weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R-value is positive, as can be seen in the table of regression findings between SocialAds/FBIG and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data.





This suggests that SocialAds/FBIG traffic significantly and positively affects the number of transactions.

**H5: 'Display/GDN' traffic has a positive & significant impact on the number of transactions.**

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	1							
R Square	1							
Adjusted R Squ	1							
Standard Error	0							
Observations	72							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0	0	#NUM!	#NUM!			
Residual	70	0	0					
Total	71	0						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0	0	65535	#NUM!	0	0	0	0
Display/GDN	0	0	65535	#NUM!	0	0	0	0

Fig. 18. Regression for Display/GDN vs. Transaction (weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R-value is positive, as can be seen in the table of regression findings between Display/GDN and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Display/GDN traffic significantly and positively affects the number of transactions.

**H6: 'Google Search' traffic has a positive & significant impact on the number of transactions**

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0,105856618							
R Square	0,011205624							
Adjusted R Squ	-0,059422546							
Standard Error	1,57225505							
Observations	16							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0,392196824	0,392196824	0,158656576	0,696404641			
Residual	14	34,60780318	2,471985941					
Total	15	35						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	0,945715387	0,859116492	1,100799946	0,289550955	-0,896906227	2,788337002	-0,896906227	2,788337002
Google Search	0,000466069	0,001170094	0,39831718	0,696404641	-0,002043534	0,002975672	-0,002043534	0,002975672

Fig. 19. Regression for Google Search vs. Transaction (weekly data, 2 Jan 2021 - 6



Aug 2022)

The result Multiple R-value is positive, as can be seen in the table of regression findings between Google Search and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Google Search traffic significantly and positively affects the number of transactions.

**H7: 'Google(organic)' traffic has a positive & significant impact on the number of transactions.**

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0,155409189							
R Square	0,024152016							
Adjusted R Squ	0,012394811							
Standard Error	3,907045074							
Observations	85							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	31,35784096	31,35784096	2,054231148	0,155540063			
Residual	83	1266,9951	15,26500121					
Total	84	1298,352941						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95,0%	Upper 95,0%
Intercept	3,653308696	1,144104604	3,193159685	0,001988882	1,377730655	5,928866738	1,377730655	5,928866738
Google	0,001388882	0,000969037	1,433258926	0,155540063	-0,000538495	0,003316258	-0,000538495	0,003316258

Fig. 20. Regression for Google (organic) vs. Transaction (weekly data, 2 Jan 2021 - 6 Aug 2022)

The result Multiple R-value is positive, as can be seen in the table of regression findings between Google (organic) and Transaction above. The resultant R Square value is also positive, indicating that the regression equation well fits the data. This suggests that Google (organic) traffic significantly and positively affects the number of transactions.

### Regression Results Summary

Hypothesis	Regression Results	P-Value	Hypothesis
H1	Not Support	0,0724	H1
H2	Not Support	0,782	H2
H3	Not Support	0	H3
H4	Not Support	0,337	H4

668



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H5	Not Support	0	H5
H6	Not Support	0,696	H6
H7	Not Support	0,155	H7

Table 1. Regression results summary

## CONCLUSION

Analyzing the results in Table 2, each direct entry visit returned 0.43, each search engine entry revisited the site 0.36, and each referring page visit returned only 0.24. In other words: for our particular site, direct visits were the most effective, followed by search engine visits, and only after link submissions (Plaza, 2009). Based on table 1 related to regression analysis, showed that all hypotheses in this study are not supported. All the significant values are above 0.05 which means the hypotheses are rejected. The findings are different from previous research<sup>20</sup>, in which the research found results related to the effect of digital marketing on increasing sales volume at the research object, namely the Gunungsitoli Family Center. From the results of this study, it was found that there was a T-test result that showed that  $t \text{ count} > t \text{ table}$ , or  $9.565 > 1.692$ , which, from the results of the study, stated that the hypothesis was accepted. Where is the hypothesis that there is an influence of digital marketing on sales volume at the Gunungsitoli Family Center? This shows that there is a difference with this research, which has research studies related to digital marketing, but at DatascripMall.ID, this has no effect on the company. Aside from that, previous research found that digital marketing had an 83.9% influence on sales, with the remaining 26.1% influenced by other factors.

The results of this study are quite out of expectation since the idea of digital marketing has been glorified as a solution for current issues in the digital era. The development of the digital era at this time by utilizing digital marketing itself is expected to be able to develop the company's marketing potential and influence consumer purchasing decisions. The existence of digital marketing that uses various platforms and tools will influence consumers in terms of profits. Consumers can search for and get more information by means of web browsing.

<sup>20</sup> Soziduhu Waruwu, Yupiter Mendrofa, and Sumangeli Gulo, "Pengaruh Digital Marketing Terhadap Peningkatan Volume Penjualan," *Jurnal Akuntansi, Manajemen Dan Ekonomi* 1, no. 2 (2022): 286–94.



(Peter H. Bloch N. M.) So with this, it will be able to increase consumer knowledge of these products, which will then influence purchasing decisions. Furthermore, consumer behavior at this time will make a greater effort to browse first before making a purchase decision. This is because browsing is an examination of a store's merchandise for recreational or informational purposes without a current intent to buy<sup>21</sup>.

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<sup>21</sup> Peter H Bloch and Marsha L Richins, "Shopping without Purchase: An Investigation of Consumer Browsing Behavior," *ACR North American Advances*, 1983.



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