

# EVALUATION OF DIGITAL MARKETING EFFECTIVENESS TO IMPROVING SALES PERFORMANCE AT PT MUTIARA BENIH NUSANTARA

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## ABSTRACT

*This study aims to analyze the factors that influence digital marketing of PT Mutiara Benih Nusantara, determine the level of effectiveness of Shopee and TikTok ecommerce, and analyze the most effective e-commerce platform. The variables analyzed in this study are Shopee and TikTok. Shopee and TikTok were chosen because both are platforms that have the same marketing strategy, but sales data shows a difference in the total number of product orders sold on both platforms. The analysis method used is multiple linear regression analysis, normality test, ttest by using primary data on PT Mutiara Benih Nusantara product sales and distributing questionnaires to the relevant employees. The results of the study indicate that the factors that influence the effectiveness of digital marketing on Shopee and TikTok PT Mutiara Benih Nusantara are features and content. Shopee and TikTok have the same statistical significance in improving PT Mutiara Benih Nusantara's sales performance. The e-commerce platform that is quite effective is TikTok e-commerce. These findings emphasize the importance of selecting a digital marketing strategy. However, these aspects were not analyzed further in this study because the focus of the study was directed at evaluating the effectiveness of using the Shopee and TikTok Shop platforms as digital marketing tools*

## KEYWORDS

Effectiveness, Digital Marketing, Sales



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## INTRODUCTION

The number of internet users in Indonesia continues to increase every year. According to Radjamin and Hermawan (2024), The number of internet users, which reached 5.16 billion in January 2023, is expected to grow significantly to 6 billion by 2027.

This growth is driven by increasingly widespread internet access and the rapid adoption of digital technology. Advances in digital technology have brought significant changes in the business and trade sectors in the form of e-commerce services, which are now the main option for people to conduct online transactions. One of the companies that uses e-commerce as a marketing tool for selling agricultural products is PT Mutiara Benih Nusantara. PT Mutiara Benih Nusantara is a company engaged in marketing agricultural products and has an e-commerce platform called the "Benih Seribuan" online store. Shopee and TiktokShop are online shopping applications that utilize developments in internet technology in the online marketing sector to facilitate transactions between sellers and buyers more efficiently (Maria and Putra, 2023).

No	Month	Sales Data	
		Shopee	TiktokShop
1.	April	Rp 518.000.000	-
2.	Mei	Rp 698.000.000	-
3.	Juni	Rp 603.000.000	Rp 593.400.000
4.	Juli	Rp 686.000.000	Rp 627.000.000
5.	Agustus	Rp 820.000.000	Rp 1.170.000.000
6.	September	Rp 816.000.400	Rp 1.410.000.000
7.	Oktober	Rp 905.000.000	Rp 1.380.000.000
8.	November	Rp 1.032.000.000	Rp 1.340.000.000
9.	Desember	Rp 934.000.000	Rp 1.110.000.000
10.	Januari	Rp 1.231.000.000	Rp 1.430.000.000
11.	Februari	Rp 102.000.000	Rp 1.060.000.000
12.	Maret	Rp 784.000.000	Rp 1.060.000.000
13.	April	Rp 1.513.000.000	Rp 2.170.000.000
	Total	Rp 10.642.900.000	Rp 13.350.400.000

Based on sales data from April 2024 to April 2025, there is a GAP of IDR 2,707,500,000, reflecting differences in performance or marketing strategies between the two platforms, which is interesting to study further. This significant difference in sales volume indicates variations in the effectiveness of each platform in attracting consumers and increasing transaction volume. A comprehensive evaluation of the effectiveness of this strategy is necessary. This evaluation aims to determine how digital marketing influences the effectiveness of a platform in increasing sales. Based on this background, the researcher wants to conduct a more in-depth study on the comparison between Shopee and TikTokShop. This study aims to analyze which platform is more effective in increasing sales volume.

## RESEARCH METHOD

The research was conducted use sample was 44 products sold by PT Mutiara Benih Nusantara through the platform. ecommerce sites Shopee and TikTokShop. Sample selection was conducted using a purposive sampling method, which selects products based on specific criteria that align with the research objective. The data obtained through interviews are quantitative data in the form of family income data of questionnaire results. Qualitative data instruments are tested for accuracy and consistency using validity tests and reliability tests using SPSS Version 22. Data analysis to the determine Factors Influencing the Effectiveness of Digital Marketing, Analysis of the Effectiveness of Shopee and TikTok E-Commerce, The Most Effective E-Commerce Platforms by using normality test, t-test and effectiveness calculation, multiple regression analysis with the following equation model:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n + \epsilon$$

Equation Description:

Y = dependent variable

a = constant  $\beta_1, \beta_2, \dots,$

$\beta_n$  = regression coefficients for each independent variable

X1, X2, ..., Xn = independent variables

$\epsilon$  = error (residual)

## RESULT AND DISCUSSION

### Characteristics Respondent

Respondent characteristics represent the researcher's assessment of respondents, directly assessing and demonstrating which age groups or identities are most dominant in the study. The identities assessed include gender, age, division, and length of service. The older a person is, the greater the potential for performance improvement due to experience and maturity (Budiman et al., 2022). Those involved in this study were three women as marketplace admins who have direct responsibility for managing daily operational activities, customer service, and monitoring transactions on the platform in question. According to Telaumbanua et al., (2024), 80% of administrative staff are women because women are considered more thorough, patient, and communicative by the company. The three female admins can be seen in Table 2.

Table 2. Respondents

Name	Position	Relationship	Respondents Working Period
Niswaton Hasannah	Customer Management Supervisor		1 years
Widya	Marketplace Admin		6-12 months
Wenny	Live Choir		6-12 months

Source: Processed primary data, 2025

The average length of service was 1-2 years, allowing for insight into employee performance within the company. According to Jayanti and Dewi (2021), Tenure is a crucial factor influencing employee performance within a company. This factor can positively contribute to improving employee productivity and work quality if properly managed and addressed by management.

### Test Multiple Linear Regression Analysis

Multiple linear regression is a statistical analysis technique used to form a relationship model between the dependent variable (Y) and two or more independent variables (X), so that it can produce a linear relationship model (Ihsan Fairuzsyifa & Sulisty Nugroho, 2024).

Table 3 Regression Calculation

Model	Coefficients		Standardized Coefficients		
	Unstandard B	Std Error	Beta	t	Sig
t (Constant)	-0.450	0.488		-0.92	0.928
Feature	0.540	0.075	0.720	7.219	0,000
Content	2,968	0.79	0.588	5,895	0,000

Source: Processed primary data, 2025

Based on the results of the regression output in Table 3, the multiple linear regression equation is obtained as follows:

$$Y = -0.450 + 0.540X_1 + 2.968X_2$$

Information:

Y = Digital Marketing (dependent variable)

X<sub>1</sub> = Features

X<sub>2</sub> = Content

The constant value of -0.450 indicates that if the Feature and Content variables are 0, then Digital Marketing is estimated to be -0.450. The regression coefficient on the Feature variable of 0.540 indicates that every 1 unit increase in Feature will increase the value of Digital Marketing by 0.540, assuming the Content variable remains constant. Meanwhile, the coefficient on the Content variable of 2.968 means that every 1 unit increase in Content will increase the value of Digital Marketing by 2.968, assuming the Feature variable remains constant. The feature variable (X1) has a calculated t value > t table, namely 7.219 > 2.919, so the feature variable (X1) has a significant influence on increasing sales. The use of features in *e-commerce* on Shopee and TiktokShop plays an important role in supporting sales activities, especially in attracting consumer interest and expanding market reach. This is in line with research by Silitonga *et al.*, (2024) which shows that the features provided by Shopee and TiktokShop have an influence on increasing sales. The content variable (X2) has a calculated t value > t table 5.895 > 2.919, so the content variable (X3) has a significant influence on increasing sales. Interesting content that suits consumer preferences is one of the main keys in encouraging purchasing interest on Shopee and TiktokShop. Content delivered in a creative and interactive way can shape positive consumer perceptions of the product. This is in accordance with Pang's (2023) research through content applied to the TiktokShop and Shopee applications has been shown to have an impact on consumer behavior, especially in influencing their decisions to purchase a product, thereby increasing sales.

#### Test Normality on Shopee and Tiktoshop

The normality test in this study was conducted using the *One-Sample Kolmogorov Smirnov Test* with the following criteria: if the Sig result is > 0.05 = H<sub>0</sub> accepted, then the data is normally distributed. The basis for normality testing can be done as follows:

Table 4. Normality Test for Shopee and Tiktoshop

		One Sample Kolmogorov Smirnov Test		
		S1	S2	Y
N		6	6	3
Normal Parameters	Mean	31613.33	25640.33	173.33
	Standard Deviation	9077,811	8741,711	4,163
	Absolute	,178	,213	,292
Most Extreme Differences	Positive	,178	,213	,292
	Negative	-,169	-,208	-,212
Test Statistics		,178	,213	,292
Asymp Sig. 2-tailed)		,200 <sup>c</sup>	,200 <sup>c</sup>	, <sup>c,e</sup>

Source: Processed primary data, 2025

Based on table 4. with a value of N = 6, it can be seen that *the Kolmogorov Smirnov value* is 0.165. The significance value for variables X1 and X2 is 0.200 each, which means the data has a normal distribution, because the significance value of 0.200 > 0.05. Therefore, it can be concluded that the data X1 (Shopee) and X2 (Tiktoshop) are normally distributed.

### T Test on Shopee and TiktokShop

The t-test was conducted to test the research hypothesis regarding the effect of variable Shopee and Tiktokshop to Digital Marketing. Usually, the basis for testing regression results is carried out with a confidence level of 95% or with a significant level of 5% ( $\alpha = 0.05$ ). The criteria of the statistical test t:

1. If the significance value of the t-test  $> 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected. This means that there is no significant influence between Shopee and Tiktokshop to Digital Marketing.
2. If the significance value of the t-test  $< 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a significant influence between the Shopee and Tiktokshop to Digital Marketing. The table t-test can look at the table 5.

Tabel 5. T-test Results

	One-Sample Test				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower Upper
X1	8,530	5	,000	31613,333	22086.76 41139.91
X2	7,185	5	,001	25640,333	16466.47 34814.20

Source: Processed primary data, 2025

Based on the t-test results in Table 5, a comparison was made between the calculated t-value and the t-table. The t-table value obtained from  $df = (nk-1)$  at a significance level of 0.05 was 2.01505. The calculated t-value for the Shopee variable (X1) of 8.530 shows that the Shopee variable has a significant influence on sales performance, because the calculated  $t > t$  table ( $8.530 > 2.01505$ ). A significance value of  $0.000 < 0.05$  indicates that the Shopee variable significantly influences sales performance. This is consistent with research by Fachrina and Nawawi (2022), which states that Shopee significantly contributes to improving the sales performance of businesses using the platform. *Shopee* is considered one of the most suitable platforms for *online product sales*. (Munawarah et al., 2023). Calculated t value for the TiktokShop variable (X2) of 7.185 indicates that the TiktokShop variable has a significant influence on sales performance, because  $t$  count  $> t$  table ( $7.185 > 2.01505$ ). The significance value of  $0.001 < 0.05$ , it can be concluded that the TiktokShop variable has a significant influence on sales performance. Based on research by Pusposari et al., (2024) states that the use of TikTokShop as a marketing tool has had a significant impact so that the reach of product promotion has become wider and is able to increase overall product sales figures. According to Mochammad Arkansyah et al., (2025) the use of TikTokShop has been proven to be able to have a positive influence on increasing sales of MSME products, because through this platform business actors can promote their products more attractively and reach consumers on a wider scale, thus encouraging increased sales.

### Calculation of Digital Marketing Effectiveness

The effectiveness of *digital marketing* on the *Shopee platform* can be seen in table 5.

Table 5. Respondents' Answers regarding the effectiveness of *digital marketing* on the *Shopee platform*

Number of Respondents	SS	S	Answer Score		
			RG	TS	STS
3 Respondents	30	115	30	0	0
Presentation	14%	52%	14%	0%	0%

Source: Processed primary data, 2025

Based on data from respondents' answers regarding the effectiveness of *digital marketing* on the Shopee *platform*, the following results were obtained:

$$\text{Effectiveness} = \frac{30}{225} \times 100\%$$

The answers from 3 respondents who answered Strongly Agree with a total score of 33, answered Agree with a total score of 115, answered Undecided with a total score of 30, answered Disagree with a total score of 0, and answered Strongly Disagree with a total score of 0. The presentation figure shows a result of 18% which when measured using the Effectiveness standard by the Ministry of Trade Research and Development for questions regarding the effectiveness of *digital marketing* on the Shopee *platform* is considered very ineffective. So the respondents' answers to questions about the effectiveness of Shopee *e-commerce* are considered very ineffective. This is in accordance with research. Musfiroh *et al.*, (2024) assessed that the Shopee platform was not yet fully capable of providing optimal results in supporting increased sales, so its effectiveness as a digital marketing medium is still considered less than optimal compared to other platforms. The effectiveness of *digital marketing* on the *TikTokShop platform* can be seen in Table 6.

Table 6 Respondents' Answers regarding the effectiveness of *digital marketing* on the *TikTokShop platform*

Amount Respondents	Answer Score				
	SS	S	RG	TS	STS
3 Respondents	165	58	0	0	0
Presentation	74%	26%	0%	0%	0%

Source: Processed primary data, 2025

Based on data from respondents' answers regarding the effectiveness of *digital marketing* on the *TikTokShop platform*, the following results were obtained:

$$\text{Effectiveness} = \frac{165}{225} \times 100\%$$

The answers from 3 respondents who answered Strongly Agree with a total score of 165, answered Agree with a total score of 58, answered Undecided with a total score of 0, answered Disagree with a total score of 0, and answered Strongly Disagree with a total score of 0. The presentation figure shows a result of 74% which when measured using the Effectiveness standard by the Ministry of Trade Research and Development for questions regarding the effectiveness of *digital marketing* on the *TikTokShop platform* is considered quite effective. So the respondents' answers to questions about the effectiveness of *TikTokShop e-commerce* are considered quite effective. This is in accordance with the research of Mochammad Arkansyah *et al.*, (2025) which states that *TikTokShop* plays a role as one of the *e-commerce* that is considered effective for Micro, Small, and Medium Enterprises (MSMEs) because it is able to help expand market reach more widely through creative and interactive content. According to Amheka *et al.*, (2025) *TikTokShop* has proven to be effective as a *digital marketing tool* that is able to encourage increased sales, especially for business people who utilize the marketing features available in it.

## CONCLUSION

Factors that influence the effectiveness of *digital marketing* on Shopee and TiktokShop PT Mutiara Benih Nusantara are the features and content contained in the application. The results of the multiple linear regression analysis of the calculated t value on the Feature variable  $> t$  table, namely  $7.219 > 2.919$ , which indicates that the feature variable (X2) has a significant influence on the sales performance variable (Y). The Content variable provides a calculated t result  $> t$  table, namely  $5.895 > 2.919$ , which indicates that the content variable (X3) has a significant influence on the sales performance variable (Y).

The effectiveness of *digital marketing* on Shopee and TiktokShop PT Mutiara Benih Nusantara based on the results on the Shopee *platform* has a significance value of  $0.000 < 0.05$ , so the Shopee variable has a significant effect on sales performance. The TiktokShop *platform* has a significance value of  $0.001 < 0.05$ , so it can be concluded that the TiktokShop variable has a significant effect on sales performance. This shows that the Shopee and TiktokShop variables have the same statistical significance to improve the sales performance of PT Mutiara Benih Nusantara. *The platform* that is considered quite effective is TikTokShop with an effectiveness score of 74%, while Shopee is considered very ineffective with an effectiveness score of 18%.

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