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## The Influence of Digital Marketing Strategy on Increasing Sales Volume in the New Normal Era: A Case Study at CitraLand Ambon, Indonesia

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### ABSTRACT

It is no secret that this coronavirus has paralyzed people's economies in various sectors, especially in the property sector. But slowly now, we are entering an era called the new normal era. Digital marketing is currently an effective strategy that can be utilized by business people, especially property business people, to stay connected with customers online without having to meet face to face. Business people can take advantage of digital media platforms, both web-based and social media. This research aims to: (1) test and analyze the influence of digital marketing via websites on increasing sales in the new normal era at CitraLand Ambon. (2) testing and analyzing the influence of digital marketing via social media on increasing sales in the new normal era at CitraLand Ambon. The sample used in this research was 40 respondents, and these respondents were CitraLand Ambon customers who purchased units online either through social media or websites. The data was tested using multiple linear regression analysis through the SPSS analysis tool. Research results show that: (1) digital marketing via websites has a positive and significant effect on increasing sales at CitraLand Ambon. (2) digital marketing via social media has a positive but not significant effect on increasing sales at CitraLand Ambon.

### 1. Introduction

The COVID-19 pandemic has paralyzed various sectors. Apart from health, the economic sector has a serious impact in several countries, especially in Indonesia. One effort to support economic improvement is through the property sector. As stated by the Minister of Public Works and Public Housing (PUPR), Basuki Hadimuljono, the property sector is one sector that is able to lift the economy, which has a multiplayer effect by moving other industries such as building materials, architectural services, interior services, furniture and so on (Rumah.com, 2020b).

Property has become a basic human need that everyone wants to own personally. Apart from being a basic human need, property is also used for investment. In general, from 2019 to early 2020 in

January to mid-March, according to Arief Rahardjo, Director of Strategic Consulting Cushman & Wakefield, the property market is experiencing improvements, which can be seen from the absorption and occupancy rates of all property sectors (housing, offices, malls, and industrial areas) starting to increase. March 2020 was the beginning of the COVID-19 pandemic that hit Indonesia, resulting in the implementation of large-scale social restrictions (PSBB) to stop the spread of the virus. Therefore, activities outside the home are limited, including offices, places of worship, schools, entertainment venues, shopping centers, and so on. On average, they are closed, and many activities must be done from home using online technology (Rumah.com, 2020a). The dominance of interactions via digital platforms is



people's choice compared to offline interactions, even though the majority is still one-way communication (Mayasari, 2020).

It cannot be denied that society has to adapt to conditions that are not usual. In this way, society is faced with a new order of life or what is usually called a new normal. A New Normal is a change in behavior to continue carrying out normal activities but accompanied by the implementation of health protocols to prevent transmission of COVID-19 (Pandiangan, 2020). The principle of the new normal is being able to adapt to life patterns. In the new normal concept, life activities will be returned to previous conditions of COVID-19, where people are required to adapt to new habits and must implement protocols to prevent virus transmission in every activity that involves many people.

In general, people will often use technology to search for information as a consideration for getting or buying something they need. One way to attract these people is to utilize digital marketing. Digital marketing is a medium that is used as a platform to build the brand image of a company or product and also supports the sales function of target consumers (I. Putra, 2019). With the development of the world of information technology and the internet, business owners and business people should make changes in implementing strategies in their business and business by taking advantage of developments in information technology and the internet. Many business owners, especially those engaged in services and marketing, experience delays in marketing their products, and this has an impact on the development of their business (Saputra, 2017). Especially for property industry players, several experts say that the property industry must own new strategies during the COVID-19 pandemic to develop new approaches in preparation for the initial shaping new normal (Leonard, 2020).

The growth of internet users globally has increased to 1 million users compared to 2018. This growth

comes from people who are using the internet for the first time in their lives. This growth increased by 1.1 percent compared to last year. This growth in internet users was also followed by growth in internet use of smartphones during the period January 2018 – January 2019, which experienced growth of 2.0 percent (apjii.or.id, 2020). In Indonesia itself, according to the results of a survey by the Indonesian Internet Service Providers Association (APJII) for the 2019-quarter II/2020 period, the number of internet users in Indonesia reached 196.7 million people. This number increased by 23.5 million or 8.9% compared to 2018. These data are enough to show that internet users will continue to increase along with the development of a country's technology and its increasingly varied smartphones. This number certainly shows that it is increasing users internet throughout the world, business people need to pay more attention to immediately maximize the potential of digital marketing to grow the business both for sales, marketing, and branding.

The huge potential of digital marketing in Indonesia it is well utilized by several property companies. Social media is used by both in marketing their products with the development of social networks. Digital Marketing Activities are also done through chat apps like WhatsApp. As for sales online both use websites. To strengthen these marketing activities, a promotional activity strategy is needed that functions to introduce, communicate, and influence consumers to make purchases. With the help of digital technology, digital marketing activities and the company's marketing promotion mix strategy can run effectively and efficiently. Currently, consumers tend to open company websites or social media just to see what products are offered.

Next, they will carry out direct transactions offline. However, as much as possible, companies must also be able to make their customers carry out transactions online. In this case, researchers conducted research on the CitraLand Ambon company on the grounds that



the company needs to use several means of communication media with consumers, carrying out transactions online. Based on the background above, the researcher considers this research interesting to carry out in order to strengthen loyalty and connect himself with customers. With a concept that uses content and strategies that are closely related to target consumers. It is interesting to carry out research with the main focus to find out what digital marketing strategies are in assisting sales of CitraLand Ambon in the new normal era. Therefore, the role of digital marketing in a property company is very interesting to study and research.

This is done by CitraLand Ambon in marketing their property products, especially considering a large number of people's interest in buying a residence that can be used as a place to live or as an investment in helping the economic cycle in Indonesia, not only houses but shophouses which will be marketed through digital marketing. The market segmentation is young executives and entrepreneurs with an age range of 30-45 years who often interact with the internet world and actively use social media. Based on the reasons above, the author is interested in conducting research on whether social media and websites are part of digital marketing that has an influence on increasing property sales.

## 2. Literature Review

This research has several similarities and differences with research conducted by previous researchers related to the influence of digital marketing in the form of social media and websites towards increasing sales volume. These similarities underlie the author to take several previous studies as a reference for research development. The following are the results of previous research that can be concluded 1) According to (Theresia, 2018) in their research title "The Effect of Website and Relationship Marketing on Purchase Intention through Brand Awareness: Case Studies on Retail Customers", shows that the quality

of websites has a significant effect on purchasing interest. 2) According to (Hasanov, 2015) in their research entitled "The Impact of Website Quality and Online Purchase Intention of Organic Food in Malaysia": A WebQual Model Approach", shows that website quality has an insignificant influence on online purchase intentions. 3) According to (Riyantoro, 2013) in their research entitled "Effectiveness of Advertising through Social Networking Media as a Marketing Strategy for Maicih Spicy Chips", shows that the marketing strategy for Maicih advertising through social networks is very effective.

Digital marketing helps a company promote and market the products and services they have. Digital marketing can also create or open new markets that were previously closed due to limitations in time, communication methods, or distance (Prabowo, 2018).

Social media is internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, who encourage themselves from user-generated content and perceptions of interactions with others (Carr, 2015; Nasrullah, 2015) stated that social media is an internet medium that allows users to present themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds.

It can be concluded that social media is a more effective and easy-to-understand definition platform online to interact, collaborate, and create or share various kinds of digital content (Pakuningjati, 2015). Social media like blogs, Facebook, Twitter, Youtube, TikTok, and so on have a number of benefits for companies and are faster than conventional media such as print media, TV advertisements, brochures, and flyers.

The website is a link to the digital world as a whole and perhaps the most important part of the overall digital marketing strategy, where online activities will be directed directly to potential consumers. A website is a collection of pages related to other interrelated

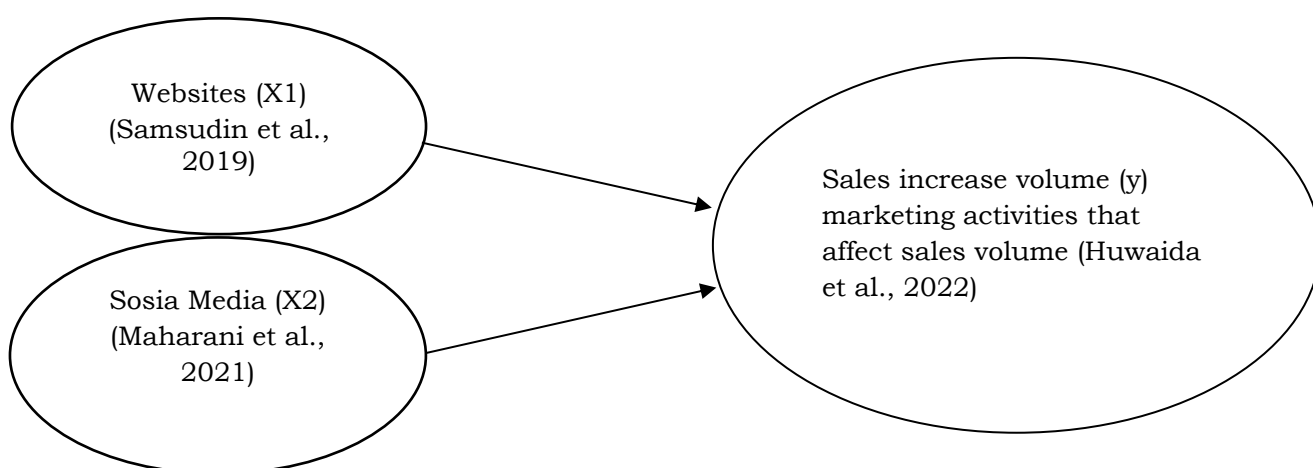


files. On a website, there is a page known as the pronunciation homepage. A homepage is a page that is first seen when someone visits a website (Nugroho, 2013). One important part of a website is SEO (search engine optimization), or the process of arranging the content of a website so that it is easily found by internet users who are looking for content that is relevant to the website, and also presents the content so that it is easily found by search engines (Ryan, 2009).

Sales is the science and art of personal influence carried out by sellers to persuade other people to be willing to buy the goods or services offered. Sales are part of promotion and promotion is one part of the entire marketing system (Abdullah, 2016). The results of work in sales are measured by the sales volume generated and not by marketing profits. This sales-oriented company adheres to a concept called the sales concept (Rangkuti, 2009)

The conceptual framework of this research is to look at the influence of websites and social media to increase sales volume. In this research, the relationship between websites with increased sales volume and social media with increased sales volume.

The framework of thinking in this writing can be described in writing as follows: A) A website is one of the online media that is claimed to be an information center for making purchasing decisions. The results of this research show that digital marketing is a good and efficient online promotion technique, and will certainly be a serious threat to competition in a similar industry (Putra, 2020). A website can be a tool that can create competitive advantages in terms of marketing supported by social media, which is an intermediary that can be used to strengthen customer relationships using digital media (Tiago, 2014). B) Social media is one way for customers to search for and share information in any form between fellow users or with companies and can also apply vice versa (Anizir, 2017). Social media is an online promotional media that is developing very quickly in conveying information products, especially in a matter of seconds, especially in the property sector, therefore, digital marketing is considered very important to increase sales volume in a company (Kumar, 2014). Online purchases are influenced by efficiency for searches (fast time, easy to use, and effort made easy).



A hypothesis is a temporary answer to a research problem formulation and is based on empirical facts obtained through data collection (Sugiyono, 2019).

Based on the background of the problem and theoretical studies, the hypotheses in this research are: 1) Websites have a positive and significant effect



on increasing sales volume at CitraLand Ambon. 2) Social media has a positive and significant effect on increasing sales volume at CitraLand Ambon.

### 3. Methods

This research approach is quantitative which is useful for analyzing how a variable works independently influences the dependent variable and is useful in research of a nature explanatory *research* where the independent variable is treated in a controlled manner by the researcher to see its impact on the dependent variable (Sugiyono, 2012)

This research was conducted in Ambon City, Maluku Province. To be precise, at the CitraLand Ambon office, which is located at Jalan CitraLand Utama No. Kav.1, Lateri, Baguala District, Ambon, Maluku. The reason the researcher chose this location is because CitraLand Ambon is the largest property company in Ambon City and is under the auspices of the Ciputra Group, which is the largest multinational company in Indonesia operating in the property sector. Another factor is that has adopted a digital marketing system, plus the author is a former employee at PT. Ciputra Nusantara.Tbk.

Coefficient of determination ( $R^2$ ) test: The  $R^2$  value is used to measure how far the model's ability to explain variations in the dependent variable. In this research, the adjusted  $R^2$  can increase or decrease if

one independent variable is added to the model. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable (Ghozali, 2011). Simultaneous regression test (F statistical test) : The F statistical test is carried out with the aim of testing whether all the independent variables have a joint influence on the dependent variable (Ghozali, 2011). T test (Partial): To determine whether there is an influence or not variable free variable bound, then testing the hypothesis proposed in this research is carried out. The method of testing the hypothesis is carried out by testing Partial using the t test. t test shows how far the effect is variable independent. To test whether each variable free has a significant effect on a variable bound by Partial by determining the degree of confidence of 95% ( $\alpha = 0.05$ ) and also accepting or rejecting the hypothesis.

### 4. Results and Discussion

The questionnaire validity test was carried out to see how far the statement items used were valid. Questionnaire statements are considered valid if these statements are able to express the information that will be measured by the questionnaire (Ghozali, 2011). If the r-count is greater than the r-table, then the statement item is declared valid.

Table 1. Validity test results.

No	Indicator	Item	R <sub>count</sub>	R <sub>table</sub>	Information
1	Website	X <sub>1.1</sub>	0.918	0.320	Valid
		X <sub>1.2</sub>	0.807	0.320	Valid
		X <sub>2.3</sub>	0.945	0.320	Valid
		X <sub>2.4</sub>	0.919	0.320	Valid
2	Social media	X <sub>2.1</sub>	0.870	0.320	Valid
		X <sub>2.2</sub>	0.917	0.320	Valid
		X <sub>2.3</sub>	0.773	0.320	Valid
		X <sub>2.4</sub>	0.730	0.320	Valid
3	Sales volume	Y <sub>1.1</sub>	0.876	0.320	Valid
		Y <sub>1.2</sub>	0.663	0.320	Valid
		Y <sub>1.3</sub>	0.736	0.320	Valid
		Y <sub>1.4</sub>	0.849	0.320	Valid
		Y <sub>1.5</sub>	0.902	0.320	Valid

Source: Processed Data, (2023).



Judging from the results of the validity test, all indicators and statement items for the variables used have calculated r-values that are greater than the r-table. This indicates that all research indicators used in this research are valid.

The hypothesis is tested using individual parameter significance tests (partial test). This test is used to test the significance level of the influence of independent variables, which consists of digital marketing via

websites and social media on variables depending namely an increase in sales volume partial or individual. Decision-making is made based on a comparison of the calculated t value of each t regression coefficient with the t-table according to the significance level used, namely 0.05. The results of the individual parameter significance test (t-test) are presented in the following table:

Table 2. Regression analysis results.

Model	Unstandardized coefficients		Standardized coefficients beta	t	Sig.
	B	Std. Error			
(Constant)	5.840	2.951		1.979	.058
Website	.555	.208	.502	2.664	.013
Social media	.301	.256	.221	1.174	.250

a. Dependent Variable: Sales volume  
Data source: spss\_25 (Data processed 2023).

Table 3. Coefficient of determination test results.

Model	R	R square	Adjusted R square
1	.670 <sup>a</sup>	.449	.409

Data source: spss\_25 (Data processed 2023).

To find out the magnitude of the influence of each independent variable (X1, Test results on the variables website (X1) show that the t-count value is 2.664 > t-table 2.030 and the significance level is 0.013 < 0.05. The research results show that variables website (X1) have a positive and significant effect on increasing sales. Therefore hypothesis submitted is accepted. The test results on the social media variable (X2) show that the t-count value is 1.174 < t-table 2.030, and the significance level is 0.250 > 0.05. The research results show that the social media variable (X2) has a positive and insignificant effect on increasing sales, thus, the proposed hypothesis is rejected.

The research results show that there is a positive influence between digital marketing through websites towards increasing sales at CitraLand Ambon and showing significant results. This could happen

because it is an official website from CitraLand Ambon, has an attractive design in terms of appearance website, tone color, and layout used, as well as information about all types of products, including prices, house types, building specifications, it is-brochure, as well as other information are all contained on the website. On the CitraLand Ambon website page, there is also a chat button online which is directly connected to the number WhatsApp Marketing. And what's more interesting, there are already features that make it easier for buyers/visitor to download the brochure by simply entering your name, email, WhatsApp number and domicile, which automatically becomes a database for CitraLand Ambon marketers to carry out follow-up more to the candidate buyer.





In a business context, (Alhasanah, 2014) explained that the internet had a transformational impact that created a new paradigm in business, namely digital marketing. Previously, it was known as marketing conventional, which is face-to-face, then now the interaction model has developed in the direction of modern digital-based interactions, where marketers are no longer limited to forms of advertising using conventional media such as print media, billboards, brochures, and banners (Reken, 2020). From the discussion and theory presented, the results of this research have succeeded in providing empirical evidence which shows that the research results have a direction in line with the theory (Rahmawati, 2019), which states that websites that implement SEO optimally and consistently update content, and optimize web access speed, will have a good impact on increasing sales and enabling on page first in a Google search so marketers can find potential buyers.

The results of the hypothesis research show that there is a positive influence between digital marketing via social media and increasing sales at CitraLand Ambon, but the results are not significant. This could happen because CitraLand Ambon's social media does not yet have a large number of followers, and it is also not active in carrying out regular ad promotions, both on Facebook and IG social media, even though the CitraLand Ambon promo design and copywriting are already very attractive. TikTok is a social media that is currently viral, so it has its own interest for its users because the features it has are very complete, but this is not being utilized properly by CitraLand Ambon because, until now CitraLand Ambon does not have an official TikTok account. Social media is the most influential media in business in the current digital era, especially in the new normal era. The development of social media is considered to be growing very rapidly, both in terms of the features and tools presented by each social media application. Social media can be the fastest way to build things, brand, sell, and education of products. For businesses operating in any industry,

one of the keys to success is getting to know customers more closely, and social media is here to be the solution for this.

By implementing social media optimally, CitraLand Ambon can classify consumers in detail according to the desired targets both in terms of occupation and age. (Imron, 2018) also stated that there is a joint impact between social media variables, namely popular, relevant content, profitable campaigns, and frequency of updating content on consumer purchasing decisions. The use of social media makes it possible to provide various types of attractive promos such as discounts, cashback, and so on. Promotions such as discounts or price cuts can increase sales because this strategy is very attractive to buyers (Afida, 2020). Likewise, with discounts, cashback also plays an important role in attracting consumers' interest in shopping (Sari, 2021).

From the discussion and theory presented, the results of this research have succeeded in providing empirical evidence, which shows that the research results have a direction that is in line with the theory (Arfan, 2022), the social media that is most widely used is Facebook, Instagram as a product catalog, TikTok as a medium for displaying videos of a product/brand being marketed, and Whatsapp Business as a chat medium for communicating with customers. utilization media social media by business people is very necessary. Moreover, nowadays, almost all aspects of life are digital-based. So, the good use of digital media by business people will increase their competency capabilities amidst increasingly tight business competition.

## 5. Conclusion

Digital marketing through websites has a positive and significant effect on increasing sales at CitraLand Ambon. This could happen because it is official website from CitraLand Ambon, has an attractive design in terms of appearance website, tone color and layout used, as well as information about all types of



products, including prices, house types, building specifications, is-brochure, as well as other information are all contained on the website. On the CitraLand Ambon website page, there is also a chat button online, which is directly connected to the number WhatsApp Marketing. And what's more interesting, there are already features that make it easier for buyers/visitors to download the brochure by simply entering your name, email, WhatsApp number, and domicile, which automatically becomes a database for CitraLand Ambon marketers to carry out follow-up more to the candidate buyer.

Digital marketing via social media has a positive but not significant effect on increasing sales at CitraLand Ambon. This could happen because CitraLand Ambon's social media does not yet have a large number of followers, and it is also not active in carrying out regular ad promotions, both on Facebook and IG social media, even though the CitraLand Ambon promo design and copywriting are already very attractive. TikTok is a social media that is currently viral, so it has its own interest for its users because the features it has are very complete, but this is not being utilized properly by CitraLand Ambon because, until now, CitraLand Ambon does not have an official TikTok account.

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