The Effect of Digital Marketing and E-Commerce on Increasing Sales Volume
(Empirical Study of Home Industry Aski Sport 47 Sukabumi)

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Abstract. The digital era is a new era in changing the way business works. In the current digital era, all business sectors are experiencing significant changes and require digitization in their operations, including Micro, Small and Medium Enterprises. Currently, MSMEs are required to be ready to adapt to change in order to have business continuity and then competitive advantage. The big challenge faced by MSMEs is how to increase the accessibility of MSMEs to go digital, increase the capability of MSMEs in producing quality products and have strong competitiveness to improve welfare. One of them is the UMKM Aski Sport Home Industry which is an UMKM that was founded in 2020. This business focuses on selling sports balls in Sukabumi Regency for sports activities including football, volleyball, basketball to sports accessories. Technological progress has increased extraordinarily rapidly. One of them is internet technology which is growing to make it easier for people to communicate, various small and large business activities take advantage of this technological advancement to develop their business. Digital marketing is a medium that can be used to market a product that is currently in great demand by the public to support various activities carried out. Many people have switched from traditional marketing models to modern marketing (digital marketing). This study used a quantitative approach with 60 respondents consisting of Aski Sport resellers and processed using regression and the help of SPSS 26 software.

**Keywords:** Digital Marketing · E-Commerce and Sales Volume

1 Introduction

The growth significance of digital technology has dominated every sector, including business. All business sectors in the current era of globalization must be familiar with digital in the process of daily business activities, from innovation to marketing (Stevani, 2022). Changes in the way of work and business development in the digital era are

very fast. Especially in the field of business marketing, facilitated by existing benefits and being able to participate in innovation, this has become an interesting topic in recent years, people have enjoyed the many benefits brought about by the innovations that have been produced in the last decade (Elangga, 2021; Gunawan & Sulaeman, 2020). Currently, business people are flocking to transform their business towards digital, both exploring digital innovations, both utilizing digital technology to improve existing processes, and exploring digital innovations that have the potential to change business models.

Currently, UMKMs are required to be ready to adapt to change in order to have business continuity and then competitive advantage. The big challenge faced by UMKMs is how to increase the accessibility of UMKMs to go digital, increase the capability of UMKMs in producing quality products and have strong competitiveness to improve welfare (Prasad et al., 2018; Yuliantari & Pramuki, 2022). The Covid 19 pandemic has made all business people who are reluctant to transform digitally aware of being more aware of market changes (Rosita, 2020; Sulaiman et al., 2021). Based on a survey from (Priyono, 2020) company challenges in implementing digital marketing; digitalization of analog information, digitization of technology such as software, and utilization of company resources in the implementation of digital marketing. New technologies create markets and consumers with new sets of expectations resulting in new value creation processes (Kitsios & Kamariotou, 2021). The implementation of digital marketing does not guarantee excellence in the market if it is supported by driving factors. The digital marketing environment is very dynamic, fast paced and unstable, therefore it requires innovation and knowledge in responding to changes based on knowledge (Ganawati et al., 2021; Phiri, 2020).

According to (Kotamena & Tukiran, 2020) Digital marketing is product marketing through digital media that is connected to the internet. Since the commercial use of the Internet and the Widespread Network. During this time the business landscape has changed at a frenetic pace. Companies like Google, Facebook, TikTok, WhatsApp, Instagram, e-Commerce, have emerged as key players in the modern economy, especially e-commerce (Kannan, 2017).
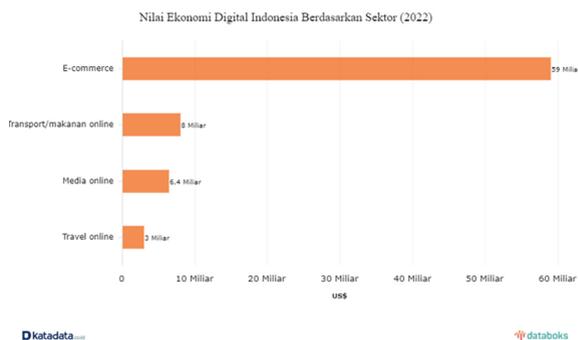
Fig. 1. The Value of Digital Transactions in Indonesia. Source: Katadata (2022)

Figure 1 is taken on the basis of the 2022 SEA economy report showing that e-commerce is the sector with the most transactions and an increase of 22% from the previous year (https://katadata.co.id, 2022).

UMKM Home Industry Aski Sport which is an UMKM that was founded in 2020. Asep Junaedi as the founder of the business sells soccer balls, volleyball, basketball to sports accessories. The establishment of Aski Sports began because the founder of this company was affected by the reduction in employees during the Covid-19 pandemic, so he was compelled to open this business. Aski Sport is still relatively slow in developing its business, this can be caused both internally and externally. Moreover, this business is considered stagnant and pays little attention to technological radicalization.

The author made observations of Aski Sport's internal parties and conducted in-depth interviews. Innovation, adapting to market and alternative environments is the ability to read consumer needs with many developments taking place (Indrayani et al., 2021).

The author analyzes that this business will develop if it pays more attention to digital technology, literature studies and previous empirical facts have proven that technology has dominated in every sector. Strategy in increasing product sales so that the company develops. As research conducted (Elangga, 2021; Latifah et al., 2021) Research has found digital marketing to be important because it provides opportunities to increase sales, add value, be closer to customers, offer brand extensions online, have broad reach - all with low costs and utilize marketing media such as e-commerce (Bala & Verma, 2018; Bizhanova et al., 2019; Reken et al., 2020).

Based on the description above, the writer is interested in conducting research with the title "*The Influence of Digital Marketing and e-Commerce on Increasing Sales Volume".*

2   Literature Review

2.1   Sales Volume

Sales volume is the amount of goods or services sold in the exchange process (Pradiani, 2018). Sales volume is the total amount generated from the sale of goods. The greater the number of sales generated by the company, the greater the profit the company generates (Ancillai et al., 2019).

Based on the above review, it can be interpreted that sales volume is believed to be the amount of sales assessed in figures within a certain period of time to generate the maximum profit in supporting business expansion, both in up and down conditions.

2.2   Digital Marketing

Digital marketing is promotional activities and market search through online digital media by utilizing various means such as social networks. By utilizing social networks we can reach everyone around the world (Juli Sulaksono, 2021).

Digital marketing is now extending to non-Internet channels that provide digital media, such as cell phones (SMS and MMS), callbacks and mobile ringtones on hold (Desai, 2019).

2.3 E-Commerce

E-commerce is a type of business transaction that takes place on electronic networks such as the internet and is made possible by communication technology. (Geng et al., 2020).

This means that e-commerce is an umbrella term for all types of business, or commercial transactions, which involve the transfer of information via the Internet (Lin, 2015). E-commerce facilitates all types of buying and selling transactions.

2.4 Hypothesis Development

Effect of Digital Marketing on Increasing Sales Volume

The rise of the internet has an impact on all lines of life, including sales (Juli Sulaksono, 2021). Digital marketing dimensions affect revenue, increase sales volume and profit percentage (Krisnawati et al., 2019).

Based on the description described above it can be concluded that:

H1 = Digital Marketing has a positive effect on Sales Volume.

Effect of E-Commerce on Increasing Sales Volume

The growth of buying and selling activities through online or e-commerce in Indonesia is currently increasing due to advances in communication technology (Rudi Suprianto, Nining Harnani, 2020). E-commerce is used by business actors to expand the market, e-commerce has an effect on income, meaning that there is an increase in income and sales (Gustina et al., 2022).

Based on the description described above it can be concluded that:

H2: E-Commerce has a positive effect on Sales Volume.

**Effect of Digital Marketing and E-Commerce on Increasing Sales Volume**

Digital marketing and e-commerce have a major effect on sales (Rachmawati, 2017). The large number of internet users results in an increase in market share for sellers (Granskogen & Gulla, 2017). digital marketing and e-commerce have a simultaneous effect on sales (Dewiyan, 2021). E-commerce is used as a means to increase sales (Sukmasetya et al., 2020).

Based on the description above, the hypothesis is:

H3: Digital Marketing and E-Commerce have a positive effect on Sales Volume.

2.5 Research Model

Seeing the theoretical basis, previous research and hypotheses that have been made, the research model used in this study is as follows:
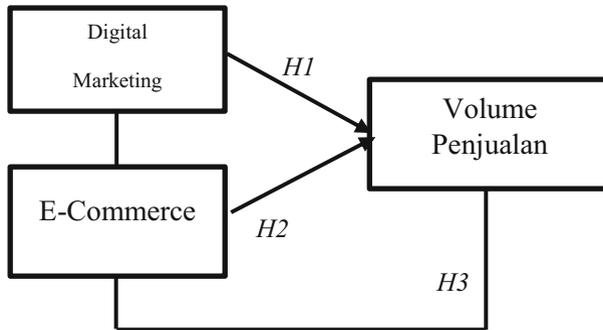
3 Method

3.1 Types of Research

Quantitative approach is used in this research. Quantitative research is research that works with numbers, where the data is in the form of numbers (score or grade, rating, and frequency) which are analyzed using statistics to answer research hypotheses (Hardani et al., 2020).

3.2 Location and Time of Research

The research will be conducted at Aski Sport which is located in Kp. Lembur Sawah Rt 01, Rw 01 Desa Lembur Sawah, Cicantayan, Sukabumi. The object of this research is the Aski Sport reseller.

3.3 Operational Definitions of Variables and Measurements

In this study researchers used three variables where Digital Marketing (X1), e-Commerce (X2) and Sales Volume (Y).

This research is measured using a Likert scale. The Likert scale itself is divided into two parts, namely items and ratings.

3.4 Population and Sample

The population is all the components that will be made into research subjects. The sample is part of a population. The sample consists of several members selected from the population (Sekaran & Bougie, 2016). The population in this research is all Aski Sport resellers. According to (Imam Ghozali, 2006) the sample is part of the number and characteristics possessed by that population. Determine a sample carried out by researchers according to (Arikunto, 2019), if there are less than 100 research subjects, all of them should be taken. It is known that the number of "Aski Sport 47" resellers is 60 people.

3.5   Data Source

a. Primary data

    Primary data is data that comes directly from the field (Arikunto, 2018). This research was conducted by giving questionnaires to Aski Sport 47 resellers which were then answered by the resellers.

b. Secondary Data

    Secondary data is data that has been available both from literature studies and data from certain parties until the data is ready when needed (Arikunto, 2019). This research includes research covering all written materials in any form that are relevant to the research title and can be accounted for.

3.6   Data Collection

Interviews, are questions and answers that are carried out directly with all parties who provide the information or knowledge needed in this study.

    Questionnaires, are questions in written form through a list of questions that have been prepared in advance and will be filled in by respondents https://bit.ly/scpkelompok2022.

3.7   Research Instrument Testing

Validity Test

    Validity test is intended to test the validity of the questionnaire that has been made. The questionnaire is declared valid if the statements in the questionnaire can explain something that can be measured by the questionnaire. The test criteria are if r count is greater than r table and the value is positive then the question is valid, and vice versa if r count is less than r table then it is declared valid (Imam Ghozali, 2006).

Reliability Test

    The reliability test is carried out to demonstrate the ability of the measuring instrument to produce reliable measurement results. In this study, the reliability measurement used analysis with the Cronbach alpha statistical test. A variable is declared a variable if the value of Cronbach alphaa > 0.60 (Ghozali, 2006).

Classic Assumption Test

a. **Normality Test**

    According to Ghozali, (2006) to detect data normality, it is necessary to use the Kolmogorov–Smirnov test with a decision making guide for a significant value < 0.05, meaning that the distribution is not normal and conversely, a significant value > 0.05 means a normal distribution.

b. **Multicolonearity Test**

    The purpose of the multicollinearity test is to test whether the regression model found a relationship between the independent variables (Ghozali, 2006). The regression model is said to be good if there is no correlation between the independent variables.

c. **Heteroscedasticity Test**

   The purpose of the heteroscedasticity test is to test that in the regression model there is an inequality of variance from the residual one observation to another (Ghozali, 2006). Symptoms of heteroscedasticity do not occur if the independent variable has no effect on the absolute residual (significant value > 0.05).

Hypothesis Test

a. **Multiple Linear Regression**

   To test the hypothesis used Multiple Regression analysis, which first performed the classic assumption test consisting of Multicollinearity Test, Heteroscedasticity Test, Normality Test, t test and F Test with the following regression equation (Ghozali, 2006).

$$Y = a + b1\,X1 + b2\,X2$$

b. **T Test (Partial)**

   Partial testing using T-test intend to determine individually the effect of the variable on the dependent variable so that the model used becomes clear.

c. **F Test (Simultaneous)**

   Simultaneous test with F-test intend to confirm the validity of the model used by assessing the effect of the explanatory variable on the dependent variable.

d. **Coefficient of Determination**

   The coefficient of determination test (R^2) is used to provide information on how well the independent variables explain the dependent variable (Ghozali, 2018). In the regression model, this can be done by looking at the R^2 value contained in the model summary table (Ghozali, 2018).

4   Result and Discussion

4.1   General Description of the Research Object

Aski Sport is an MSME that was founded in 2020, Asep Junaedi is the founder of this business, the establishment of Aski Sport began when the founder of this business was affected by a reduction in employees during the Covid-19 Pandemic so he was motivated to open a business, with minimal capital at the start of its establishment, So far, sales turnover has reached hundreds of millions. Currently, Aski Sport has at least 70 workers and 60 resellers spread not only in Sukabumi, but also outside the city.

4.2   Analysis Results

a. **Instrument Test**

   In this instrument test, the researcher will test each statement on the question-naire using the help of the Software Statistical Product and Service Solution (SPSS) 26 program.

   1. **Validity Test**

   In this study the validity test was completed by comparing the value of r count $\geq$ r table for df n-2 *Ghozali. The r table value uses a significance level of 5%, this study

uses 60 samples so that the number obtained from the r table value is = 0.254 (Tables 1, 2 and 3).

2. Reliability Test

Cronbach's alpha value is used to measure reliability. If the Cronbach's alpha value is greater than 0.7, the research instrument is said to be reliable or reliable, but if the Cronbach's alpha value is less than 0.7, the research instrument is said to be unreliable or unreliable (Ghozali, 2016) (Table 4).

b. Classical Assumption Test

1. Normality Test

Normality test results based on the Kolmogorov–Smirnov test which can be seen in the significant value in the Asymp section. Sig (2-tailed) is 0.200 which means 0.200 >

Table 1. Test the Validity of Digital Marketing Variables

Item Pernyataan	r Hitung	r Tabel	Kriteria Validitas
X1.1	0,614		*Lulus Validitas*
X1.2	0,764		*Lulus Validitas*
X1.3	0,742	0,254	*Lulus Validitas*
X1.4	0,532		*Lulus Validitas*
X1.5	0,732		*Lulus Validitas*
X1.6	0,657		*Lulus Validitas*
X1.7	0,491		*Lulus Validitas*
X1.8	0,651		*Lulus Validitas*
X1.9	0,574		*Lulus Validitas*

Source: SPSS 26 Output (2022)

Table 2. Test the Validity of e-Commerce Variables

Item Pernyataan	r Hitung	r Tabel	Kriteria Validitas
X2.1	0,339		*Lulus Validitas*
X2.2	0,569		*Lulus Validitas*
X2.3	0,493		*Lulus Validitas*
X2.4	0,713		*Lulus Validitas*
X2.5	0,656		*Lulus Validitas*
X2.6	0,682	0,254	*Lulus Validitas*
X2.7	0,448		*Lulus Validitas*
X2.8	0,500		*Lulus Validitas*
X2.9	0,498		*Lulus Validitas*

Source: SPSS 26 Output (2022)

Table 3. Sales Volume Validity Test

Item Pernyataan	r Hitung	r Tabel	Kriteria Validitas
Y.1	0,554		*Lulus Validitas*
Y.2	0,590		*Lulus Validitas*
Y.3	0,670		*Lulus Validitas*
Y.4	0,512		*Lulus Validitas*
Y.5	0,673		*Lulus Validitas*
Y.6	0,669	0,254	*Lulus Validitas*
Y.7	0,414		*Lulus Validitas*
Y.8	0,604		*Lulus Validitas*
Y.9	0,558		*Lulus Validitas*
Y.10	0,599		*Lulus Validitas*
Y.11	0,363		*Lulus Validitas*

Source: SPSS 26 Output (2022)

Table 4. Reliability Test Results

Variabel Penelitian	Nilai *Cronbach's Alpha*	Kriteria Reliabilitas
Digital Marketing (X1)	0,817	*Lulus Realibel*
e-Commerce (X2)	0,798	*Lulus Realibel*
Volume Penjualan (Y)	0,783	*Lulus Realibel*

Source: Primary data processed, 2022

0.05, so it can be concluded that all data in this research variable are normally distributed (Table 5).

2. Multicollinearity Test

Based on tolerance value and Variance Iflation Factors (VIF) show that all variables in the study have a tolerance value > 0.10 and VIF < 10.00, so it can be concluded that there is no multicollinearity in the regression model.

3. Heteroscedasticity Test

Based on the Glejser test which can be seen in the significant value of all research variables is greater than 0.05, so it can be concluded that there is no heteroscedasticity in the regression model (Tables 6, 7 and 8).

c. Multiple Regression Analysis

The results of the multiple regression coefficient table and the multiple regression equations are obtained as follows:

$$Y = 7.425 + 0.883 \, X1 + 0.135 \, X2 + e$$

From this equation, it can be explained regarding the relationship between the dependent variable and the independent variable, namely:

Table 5. Normality Test Results

One-Sample Kolmogorov–Smirnov Test		
		Unstandardized Residual
N		60
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	2.38643864
Most Extreme Differences	Absolute	0.085
	Positive	0.046
	Negative	-0.085
Test Statistic		0.085
Asymp. Sig. (2-tailed)		0.200[c,d]
a. Test distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		
d. This is a lower bound of the true significance		

Source: Primary Data Processed, 2022

Table 6. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.425	3.971		1.870	0.067		
	Digital Marketing	0.883	0.089	0.792	9.934	0.000	0.795	1.257
	e-Commerce	0.135	0.104	0.103	1.790	0.002	0.795	1.257
a. Dependent Variable: Volume Penjualan								

Source: Primary data processed, 2022

a. The constant value or a = 7.425 indicates the amount of Sales Volume given is 7.425 if the e-Commerce variable (X2), c is 0 (zero).
b. The Digital Marketing coefficient (X1) value of 0.883 indicates that each increase in the digital marketing ranking variable is one unit, and the positive coefficient indicates that there is a one-way relationship between digital marketing and sales volume, meaning that an increase in digital marketing will increase sales volume by 0.883.

Table 7. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	4.618	2.167		2.131	.037
	Digital Marketing	.018	.049	.053	.366	.716
	e-Commerce	−.087	.057	−.221	−1.522	.134

a. Dependent Variable: ABS_RES

Source: Primary Data Processed, 2022

Table 8. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	7.425	3.971		1.870	0.067
	Digital Marketing	0.883	0.089	0.792	9.934	0.000
	e-Commerce	0.135	0.104	0.103	1.790	0.002

a. Dependent Variable: Volume Penjualan

Source: Primary data processed, 2022

c. The e-Commerce coefficient value (X2) of 0.135 indicates that each increase in the e-Commerce rating variable is one unit, and the positive coefficient indicates that there is a one-way relationship between e-Commerce and sales volume, meaning that an increase in sales volume resulting from e-Commerce Commerce of 0.135.

d. Hypothesis Testing
1. Partial Significance Test (t-test)
The variable being tested if it has a Sig value. 0.05, it is said to have a significant effect on the dependent variable (Table 9).

Based on the results of the tcount test, the following conclusions can be drawn:

1. Based on the results of the SPSS output above, it gives the result that variable X1 has a significant influence on the dependent variable because t count is greater than t table (9,934 > 0.1671) and a significance of 0.00 means below 0.05 indicating variable X1 (Digital Marketing) has a significant effect when tested independently on the variable Y (Sales Volume).

Table 9. T Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	7.425	3.971		1.870	0.067
	Digital Marketing	0.883	0.089	0.792	9.934	0.000
	e-Commerce	0.135	0.104	0.103	1.790	0.002

a. Dependent Variable: Volume Penjualan

Source: Primary data processed, 2022

2. Variable X2 (e-Commerce) is said and proven in the results of the analysis to have a significant influence on variable Y (Sales Volume) because t count is 1.790 and t table is 1.671 and the significance is below 0.05.

2. Simultaneous Regression Test (F-Test)

Simultaneous testing or f-test provides evidence in this study where the calculated f-value generated in the analysis raises a significance value below 0.05 or < 0.05, meaning that it meets the criteria to be said to be significant. This basis makes the decision of the simultaneous test in regression and the conclusion that the independent variables X1 (Digital Marketing) and X2 (e-Commerce) tested simultaneously have a significant effect on the dependent variable Sales Volume (Table 10).

e. Determinant Coefficient (R2)

Based on Table 11, it can be seen that the R Square value is 0.712 or 71%, meaning that the digital marketing variable (X1), e-commerce (X2) has an effect on increasing sales volume (Y) of 71.0%, while the remaining 29.0% is influenced by other variables not examined in this study. The results of the test for the coefficient of determination also show that there are still many independent variables that affect sales volume and further research is needed.

Table 10. F Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	829.590	2	414.795	70.365	0.000^b
	Residual	336.010	57	5.895		
	Total	1165.600	59			

a. Dependent Variable: Volume Penjualan

b. *Predictors: (Constant), e-Commerce, Digital Marketing*

Source: Primary data processed, 2022

Table 11. Test Results for the Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.844[a]	0.712	0.702	2.42795

a. Predictors: (Constant), e-Commerce, Digital Marketing

b. Dependent Variable: Volume Penjualan

Source: Primary data processed, 2022

5 Discussion

There is a Positive and Significant Effect of Digital Marketing on Increasing Sales Volume

This research provides evidence that theoretically digital marketing can help increase sales volume of Aski Sport, because previous literature has agreed that technological developments have dominated every sector including business where digital marketing can be used as an alternative renewable strategy in increasing product sales so that the company develops. The growing popularity of the internet has an impact on all lines of life, including sales (Juli Sulaksono, 2021). Digital marketing is a solution for all business people, starting from micro and macro businesses, this is done to reach more buyers and increase sales (Reken et al., 2020). This study supports previous research.

There is a Positive and Significant Effect of e-Commerce on Sales Volume Increase

This research provides evidence that theoretically and in business practice with the presence of e-Commerce can help increase sales volume of Aski Sport. Based on the analysis of the correlation coefficient, it is known that e-commerce and sales volume have a strong relationship with the category (Lestari, 2017). E-commerce has a significant effect on sales volume. The relationship between e-commerce and sales volume at Bekasi Men's Various Shirts is very positive, that is, if e-commerce costs increase, sales volume increases (Nasution et al., 2017). E-commerce is used by business actors to expand markets, e-commerce has an effect on income, meaning that there is an increase in income and sales (Gustina et al., 2022).

There is a Positive and Significant Effect of Digital Marketing and e-Commerce on Increasing Sales Volume

This research found digital marketing to be important because it provides opportunities to increase sales, add value, be closer to customers, offer brand extensions online, have broad reach - all at low cost and leverage marketing media such as e-commerce for Aski Sport.

Digital marketing and e-commerce have a major effect on sales (Rachmawati, 2017). digital marketing and e-commerce have a simultaneous effect on sales (Dewiyan, 2021). E-commerce is used as a means to increase sales (Sukmasetya et al., 2020).

6 Conclusion and Sugesstion

6.1 Conclusions

Based on the research background, the material from previous research and research that has been done can be concluded that:

1. There is a positive and significant effect of Digital Marketing on increasing sales volume, variable X1 has a significant effect on the dependent variable because t count is greater than t table (9,934 > 0.1671) and a significance of 0.00 means that below 0.05 indicates the variable X1 (Digital Marketing) has a significant effect when tested independently on the variable Y (Sales Volume).
2. Variable X2 (e-Commerce) is said and proven in the results of the analysis to have a significant influence on variable Y (Sales Volume) because t count is 1.790 and t table is 1.671 and the significance is below 0.05.
3. Simultaneous testing or f-test provides evidence in this study where the calculated f-value generated in the analysis raises a significance value below 0.05 or < 0.05, meaning that it meets the criteria to be said to be significant. This basis makes simultaneous test decisions in regression and becomes the conclusion that the independent variables X1 (Digital Marketing) and X2 (e-Commerce) tested simultaneously have a significant effect on the dependent variable Sales Volume

6.2 Suggestions

Based on the results of the research that has been done, to increase the sales volume of the Aski Sport home industry in Sukabumi to be better in the future, the authors suggest the following:

1. The variable with the lowest score is digital marketing, meaning that businesses must make more use of social media, such as creating product content and also beautifying feeds to attract potential buyers.
2. Because the use of e-commerce is still not felt, it is hoped that business actors can expand the market more seriously in regards to using e-commerce.
3. Further research can add other variables to find out what factors can affect sales volume.

    Managerial Implications.
    This research is expected to provide various benefits for related parties, including:

1. For the UMKM home industry aski sport:

   - The results of this study can be used as material for consideration and evaluation regarding the digital marketing system that has been implemented so far.
   - Identification of the various problems that Aski Sport has faced so far in marketing its products while using social media.

2. For UMKM and other business actors, it can be used as a comparison so that various advantages and disadvantages can be identified when doing entrepreneurship so that business improvement and development can be carried out.
3. For parties who will be involved in online business:

- The results of this study can be used as literature to understand the ins and outs of digital marketing and e-commerce.
- The various benefits of digital marketing as well as the large turnover revealed in experience are expected to increase motivation to start an online business.
- Various obstacles revealed in this study can also be used as material for consideration in developing a strategy to start a business.

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