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The influence of product innovation and digital marketing strategies in driving increased sales of Jo Fried Chicken in Medan Amplas District

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ABSTRACT

The purpose of this study is to find out what appropriate marketing strategies are implemented by Jo Fried Chicken UMKM in an effort to increase their sales volume and to find out the creative product innovations implemented by Jo Fried Chicken UMKM.

Materials and methods. The research method in this thesis is multiple regression analysis. The independent variables in this study are Product Innovation and Digital Marketing Strategy while the dependent variable is Sales Increase. The research population in this study is consumers at Jo Fried Chicken, using a purposive sampling method and using the Slovin formula obtained 80 respondents. The type of data used is primary data.

The results of this study prove that product innovation has a significant effect on increasing sales statistically because the t_count value is 9.184, with a t_table value of 1.990, note that the t_count value (9.184)> t_table (1.990) with a probability or sig. of the product innovation variable is 0.000 <0.05. Digital marketing does not have a significant effect on increasing sales statistically because the t_count value is 0.606, with a t_table value of 1.990, note that the t_count value (0.606) <t_table (1.990) with a probability or sig. of the digital marketing variable is 0.546> 0.05.

Conclusion. Product innovation has a significant effect on sales growth statistically. Digital marketing has no significant effect on sales growth statistically. Product innovation and digital marketing strategy simultaneously have a significant effect on sales growth.

Kata Kunci: Product Innovation, Digital Marketing, Sales Increase

ABSTRACT

The purpose of this study was to determine the appropriate marketing strategies implemented by Jo Fried Chicken to increase its sales volume and to identify creative product innovations implemented by Jo Fried Chicken. The research method in this thesis is multiple regression analysis. The independent variables in this study are Product Innovation and Digital Marketing Strategy, while the dependent variable is Sales Increase. The research population in this study is consumers at Jo Fried Chicken. Using a purposive sampling method and the Slovin formula, 80 respondents were obtained. The type of data used is primary data. The results of this study prove that product innovation has a significant effect on sales increase statistically because the calculated t value is 9.184, with a t table value of 1.990. Note that the calculated t value (9.184) > t table (1.990) with a probability or sig. of the product innovation variable is 0.000 < 0.05. Digital marketing does not have a significant effect on increasing sales statistically. Because the t_count value is 0.606, with a t_table value of 1.990, note that the t_count value (0.606) < t_table (1.990) with the probability or sig. of the digital marketing variable is 0.546 > 0.05. Product Innovation and Digital Marketing Strategy simultaneously have a significant impact on increasing sales.

Keywords: *Product Innovation, Digital Marketing, Sales Increase.*

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INTRODUCTION

The growth of UMKM in Indonesia continues to improve in terms of quality. Furthermore, the advent of the 4.0 industrial revolution has brought many changes to UMKM, shifting consumer shopping habits from offline to online. This feature has made things easier for people, and it's also more effective for many.

UMKM are not only forced to evolve with increasingly advanced technology, but many UMKM today must compete to deliver quality and innovation to their products. Every company or UMKM must have and implement an appropriate and appropriate marketing strategy to compete and win in the existing market. The reason why a marketing strategy is essential to help and even support the progress and growth of a business is because of the increasingly fierce competition.

The fast food industry is experiencing rapid growth, including in Medan Amplas District, marked by the increasing number of culinary businesses offering similar menus. This condition creates increasingly fierce competition, thus encouraging business actors to continue to innovate and adapt to changes in consumer behavior, which is now more responsive to digital promotions and current food trends. Product innovation is one of the important things that companies must always use if they want to avoid losing consumers. The presence of product innovation allows consumers to offer more options and the right choices (Ernawati, D. (2019). Jo Fried Chicken as one of the UMKM in the culinary sector tries to answer these challenges through product innovation and the implementation of digital marketing strategies. However, despite various efforts that have been made, the resulting sales still experience fluctuations from time to time. This indicates that the innovations carried out may not fully match market tastes, or the digital strategies implemented have not been running optimally. Therefore, a deeper understanding is needed regarding the extent of the influence of product innovation and digital marketing strategies on increasing sales, so that Jo Fried Chicken can compete sustainably amidst constantly changing market dynamics.

Jo Fried Chicken is a micro, small, and medium-sized enterprise specializing in fast food, offering a variety of menu items, including crispy fried chicken, crispy fried meatballs, and fried tofu as a side dish. To attract customers, the owners of Jo Fried Chicken have introduced a new menu item: fried chicken coated in their signature sauce.

During the last three months of 2024, revenue experienced small increases and decreases, but remained relatively stable. In October 2024, revenue was recorded at Rp14,155,000. This was a good starting point towards the end of the year. However, in the following month, November, there was a slight decrease in revenue to Rp13,900,000. While the decrease was not significant, it still indicated a slight weakening compared to the previous month. This decrease could have been caused by various factors, such as a lack of product innovation, unstable economic conditions, and ineffective marketing strategies. Interestingly, in December 2024, revenue rose again to Rp14,200,000. This increase even made December's revenue the highest in the previous three months. This could reflect increased economic activity ahead of the year-end holidays. Overall, despite a slight decrease in the middle of the period, the revenue trend continued to show fluctuations in sales. This indicates that the business is still performing quite well.

According to Lukman, A. (2024), companies must realize that increasing sales, prices, and product quality is crucial for influencing consumer purchasing decisions. This also allows competitors to benefit through price competition, without compromising product quality.

This study aims to determine the importance of innovation and marketing strategy in the sustainability and sales growth of a business, particularly in UMKM operating in the fast food sector. Therefore, the researcher chose the title **"The Influence of Product Innovation and Digital Marketing Strategy in Driving Increased Sales of Jo Fried Chicken in Medan Amplas District."**

METHOD

This study employed quantitative research, as evidenced by the title, using influencing variables and numerical data. This method is referred to as a positivistic method because it is based on the philosophy of positivism. This technique is a logical strategy because it meets logical standards, specifically being concrete/observational, fair, measurable, wise, and orderly. This technique allows for the discovery and creation of various new scientific knowledge and innovations. This strategy is known as a quantitative technique because the information used in the examination is in the form of numbers and factual investigations (Pokhrel, 2024).

The sampling method in this study used a purposive sampling technique. This research was conducted at the Jo Fried Chicken MSME located in Medan Amplas. The population taken from Jo Fried Chicken consumers was 100 consumers and the sampling used the Slovin formula which resulted in 80 respondents. The data collection techniques used were observation, questionnaires, documentation, and simple interviews.

FINDING AND DISCUSSION

This study was conducted with 80 respondents, data were collected by distributing questionnaires to consumers at Jo Fried Chicken. Presentation of data regarding the identity of respondents is very important, because it is to describe the personal data of respondents and consumer data at Jo Fried Chicken. In Table 1. The identity of respondents in this study is 31 women and 49 men and in Table 2. based on their education, it was found that 52 people were high school graduates, 3 people were D3 graduates, 24 people were S1 graduates and 1 person was S2 graduate.

Reliability test

Table 3 shows the reliability test results above, showing a Cronbach's alpha value for product innovation of 0.934, digital marketing of 0.884, and sales increase of 0.954. The questions on the variables above, product innovation, digital marketing, and sales increase, are reliable because they have a Cronbach's alpha value greater than 0.7.

Normality test

Table 4 shows that the data is normally distributed. This is because it meets the criteria for normally distributed data. The results of this study show a significant value of 0.141 > 0.05 using the one-step Kolmogorov-Smirnov test.

Heteroscedasticity test

In Figure 1 above, the heteroscedasticity test, scatterplot shows that the data points are randomly distributed, do not form a particular pattern, and are distributed above and below zero on the Y axis. This indicates that there is no heteroscedasticity in the regression model used.

Multicollinearity test

Based on the test results in Table 5, it can be explained that:

1. The tolerance value for the product innovation variable (X1) is >0.1, with a value of 0.459, and for digital marketing (X2) with a value of 0.459.
2. The VIF values for both variables are less than 10, with product innovation (X1) being 2.177 and digital marketing (X2) being 2.177.

From the test results above, the two independent variables (product innovation and digital marketing) did not encounter any multicollinearity issues.

Multiple linear regression

Table 6 explains and obtains the following linear regression equation:

Sales Increase = 4.161 + 0.791 Product Innovation + 0.053 Digital Marketing

Where:

a = Constant

Y = Sales Increase

X1 = Product Innovation Variable

X2 = Digital Marketing Variable

Ɛ = Error

Determinant Coefficient Test

Based on Table 7, the R2 coefficient value is located in the adjusted R-Square column. The coefficient value is 0.717. This value means that all independent variables simultaneously influence the sales increase variable by 71.7%, with the remaining 28.3% influenced by other factors.

Simultaneous Test

Based on Table 8, the calculated F_value is 101.105, with an F_table value of 3.11, and a significance value (sig.) of 0.000. It can be concluded that the simultaneous influence of all

independent variables (product innovation and digital marketing) significantly influences sales growth. Since the sig. value is <0.05, the regression model is suitable for use.

Partial Test (t-test)

1. Based on Table 9, the calculated t-value is 9.184, with a t-table value of 1.990. Note that the calculated t-value (9.184) is greater than the t-table (1.990), with a probability or sig. of 0.000 for the product innovation variable. This is because the probability value for product innovation (0.000) is less than the significance level of 0.05. Therefore, it is concluded that product innovation has a significant effect on increasing sales statistically.
2. Based on Table 10, the calculated t-value is 0.606, with a t-table value of 1.990. Note that the calculated t-value (0.606) is less than the t-table (1.990), with a probability or sig. of 0.546 for the digital marketing variable. This is because the probability value for digital marketing (0.546) is greater than the significance level of 0.05. So it is concluded that digital marketing does not have a significant effect on increasing sales statistically.

CONCLUSIONS

Based on the results of this study, which validate the hypotheses, the following conclusions can be drawn:

1. Product innovation has a partial effect on increasing sales.
2. Digital marketing has no partial effect on increasing sales.
3. Product innovation and digital marketing simultaneously influence increasing sales.

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