

The Influence of Marketing Communications Through Online Media and Marketplace on Sales Turnover of Pandandwangi Rice Cianjur

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To cite this article:

Endah Lisarini, Dika Novaldi, Hanisa Sismaya Lestari. The Influence of Marketing Communications Through Online Media and Marketplace on Sales Turnover of Pandandwangi Rice Cianjur. *Science Journal of Business and Management*.

Vol. 11, No. 2, 2023, pp. 98-103. doi: 10.11648/j.sjbm.20231102.14

Received: May 29, 2023; **Accepted:** June 16, 2023; **Published:** June 27, 2023

Abstract: The era of digitalization encourages anyone to take advantage of online media to communicate and do business. To increase sales, marketing, and sales communications are carried out through various social media sites and marketplaces. The phenomenon of selling through social media and the marketplace is interesting to study. The purpose of this study was to examine: 1) the simultaneous effect of marketing communications through various types of social media and types of the marketplace on sales turnover of Pandanwangi rice; 2) the partial effect of marketing communications through various types of social media on sales turnover of Pandanwangi rice; 3) the partial effect of marketing communications through various marketplaces on sales turnover of Pandanwangi rice. Path analysis quantitative descriptive method is used to get answers to research objectives. Data were collected from 65 respondents in a cross-sectional survey. The results showed that marketing communications through appropriate online media, accompanied by interesting and informative communication content, were able to increase the sales turnover of Pandanwangi rice. The selection of a marketplace that many viewers have access to as a marketing communication medium significantly increases the sales turnover of Pandanwangi Cianjur rice. Simultaneously, marketing communications through online media and the marketplaces that are visited by many viewers, have a significant effect on increasing sales turnover of Pandanwangi Cianjur rice. It is hoped that the results of this research can be taken into consideration by stakeholders in communicating as well as marketing Pandanwangi rice with geographic indications online.

Keywords: Marketing Communications, Online Media, Marketplace, Turnover

1. Introduction

Marketing communication is the process of conveying information about the company and its products from producers to consumers. Not only producers and consumers as parties involved in marketing communications. Marketing agents are also parties who help consumers make decisions in the field of marketing and direct exchanges or transactions [13, 19]. In the digitalization era, most marketing communications are carried out through social media. Indonesia is a country whose people are active in using social media. As many as 160 million people out of a total of 272.1 million people are active users of social media accounts [1]. Submission of information through social media provides benefits in the form of cost

savings and a wider reach of viewers or recipients of the information. However, how effective marketing messages or communications can increase sales turnover. There is a positive correlation between marketing communications in the form of advertising and increased sales turnover [11].

This study aims to examine: 1) the joint effect of marketing communications through various types of social media and types of the marketplace on the sales turnover of Pandanwangi rice; 2) the partial effect of marketing communications through various types of social media on sales turnover of Pandanwangi rice; 3) the partial effect of marketing communications through various marketplaces on sales turnover of Pandanwangi rice. Even though the use of social media and the marketplace as a medium of communication is

familiar, not much has been done to sell special products, let alone local ones. The novelty of this research is the sale of Pandanwangi Cianjur rice which is geographically indicated rice that is marketed outside its geographical boundaries through social media and marketplaces. Is there a positive and significant effect after being communicated through social media and the marketplace?

Purbohastuti, Arum Wahyuni [9] states that social media is a website-based social network where everyone can create a public or semi-public profile in a limited system, and with whom they connect; and view and explore a list of connections made by other people with a system. The authors [3, 17] also stated that social media has a potential function in business continuity, namely being able to identify consumers, a two-way communication media, sharing information to be able to find out objects that customers like, and relationships between customers based on location and pattern. Interactions between peers and the general public, the company's reputation in the eyes of customers, and forming groups between customers. Therefore, social media is often used as a medium of communication, including marketing communications. Communication that occurs between sellers, marketing agents, and buyers takes place on the website or the internet. This is a marketplace concept. According to [7], a marketplace can be defined as a website or online application that facilitates the process of buying and selling from various stores. The Marketplace has more or less the same concept as traditional markets. Basically, the marketplace owner is not responsible for the goods sold because his job is only to provide a place for sellers who want to sell and help them to meet customers, and make transactions more simple and easy. Meanwhile, [14] states that the existence of a marketplace greatly assists the development of modern shopping in the country, and greatly assists the growth of business actors who generally want to market their various products to a wider market, in a practical, cost-effective, and efficient manner in an effort to attract customers.

2. Method

This research was conducted to examine the effect of types of social media and types of marketplaces on increasing sales turnover of Pandawangi rice in Cianjur. Based on a number of theories, it is known that sales turnover can be increased through marketing communication activities including

advertising [5, 11, 15]. meanwhile [6] their research stated that facing an open and competitive market mechanism, social media is an effective means of promotion because of its wide reach.

Based on a number of theories and research results above, it is hypothesized that H1: there is a joint effect of marketing communications through social media and the marketplace on sales turnover of Pandanwangi rice; H2: there is an influence of marketing communications through social media on sales turnover of Pandanwangi rice; H3: marketing communications through the marketplace have an effect on sales turnover of Pandanwangi rice. Hassan et al. (2015) stated that there is a strong relationship and significant influence of online marketing on sales turnover.

Quantitative research was carried out with a cross-section period. There are two independent variables, namely marketing communications through social media (X_1) and marketing communications through marketplace types (X_2), and one dependent variable, namely Pandanwangi Cianjur rice sales turnover (Y). Quantitative and descriptive data were collected from 65 respondents using non-probability purposive sampling. The number of respondent samples has met the minimum number of samples for path-analyzed data, namely 5-10 times the number of variable indicators [12]. In this study, there were 9 variable indicators, each variable indicator was multiplied by 7 so that there were 63 respondents and that was completed to 65 respondents. Purposive sampling according to the research [16] is a sampling technique with certain considerations. What is meant by certain considerations in this study are: having and being active on Instagram social media, using products from Pandanwangi Center Cianjur, and being an active follower (follower) of social media accounts at Pandanwangi Center Cianjur. Primary and secondary data were obtained through observation techniques, interviews, filling out questionnaires, and literature study. In detail, the following research variables indicators and measuring scales can be seen in Table 1 below.

To the primary data that has been obtained, then a series of tests are carried out, namely validity test, reliability test, and normality test. If the data is valid, reliable, and normally distributed, then the data is then analyzed by path previously tested simultaneously with the F test, partially with the T-test, test the coefficient of determination to determine the structural model of path analysis.

Table 1. Operational Research Variables.

| Research variable | Variable Concept | Variable Indicator | Measure Scale |
|---|--|---|---------------|
| Marketing communications through Social Media Types (X_1) | Social media is content that contains information that is deliberately created, is easy to access, and is intended to facilitate communication, influence, and interaction [17]. Context; is how to form a good message (content) to the general public. Prohibition of loading electronic information or documents that violate decency [18]. | 1 Kinds of social media with interesting content 2 Various social media provide good information 3 Products sold through social media do not violate immorality | Ordinal |
| Marketing communications through Kinds Marketplace (X_2) | [8]. Marketplace is an internet-based online media for conducting business activities and transactions between buyers and sellers. | 1 Clarity of product information through various Marketplaces 2 Interest in the product is obtained through various Marketplaces 3 The desire to buy products through various | Ordinal |

| Research variable | Variable Concept | Variable Indicator | Measure Scale |
|--------------------|--|--|---------------|
| Sales Turnover (Y) | Sales turnover in this study is based on the opinion of [10], explaining that digital marketing can help marketers to improve marketing performance and profits. | Marketplaces 1 Interest in buying through the marketplace 2 Convenience of buying through the marketplace 3 The desire to continue to buy through the marketplace | Ordinal |

3. Results

A total of 65 respondents who responded via questionnaire had demographic characteristics as shown in Table 2. Characteristics included gender, age, social media that was frequently accessed, and marketplaces that were frequently visited. It can be concluded that the research respondents

have the characteristics of being dominated by men aged less than 25 years, accessing Instagram social media a lot and most visiting the Shopee marketplace. This condition can be explained that nowadays, educated millennials already have a pattern or healthy lifestyle and indulge themselves in healthy and quality food intake. This is what causes not a few of them to consume Pandanwangi Cianjur rice as special rice for geographical indications.

Table 2. Characteristics of Respondents.

| Gender | Amount | Age | Amount | Access to Social Media | Amount | Access to marketplace | Amount |
|--------|--------|-------------|--------|------------------------|--------|-----------------------|--------|
| Man | 33 | < 25 years | 41 | Instagram | 65 | Lazada | 12 |
| Woman | 32 | 25-40 years | 24 | Facebook | 29 | Shopee | 45 |
| | | | | Twitter | 19 | Bukalapak | 16 |
| | | | | | | Blibli | 49 |

So far, Pandanwangi Center as a marketing agent for Pandanwangi rice has carried out a lot of marketing communications through Instagram social media and sells its rice through the Shopee marketplace, although this is also

done on social media and other marketplaces. The results of the validity test on consumer responses regarding marketing communications via social media ($X_{1.1}$ to $X_{1.9}$) can be seen in Table 3.

Table 3. Validity Test Results on Marketing Communication Variables through Social Media Types.

| Statement Code | r-count value | r-table value | Cut off value | Decision |
|----------------|---------------|---------------|---------------|----------|
| $X_{1.1}$ | 0,956 | 0,2404 | 0,5000 | Valid |
| $X_{1.2}$ | 0,961 | 0,2404 | 0,5000 | Valid |
| $X_{1.3}$ | 0,643 | 0,2404 | 0,5000 | Valid |
| $X_{1.4}$ | 0,886 | 0,2404 | 0,5000 | Valid |
| $X_{1.5}$ | 0,956 | 0,2404 | 0,5000 | Valid |
| $X_{1.6}$ | 0,937 | 0,2404 | 0,5000 | Valid |
| $X_{1.7}$ | 0,956 | 0,2404 | 0,5000 | Valid |
| $X_{1.8}$ | 0,941 | 0,2404 | 0,5000 | Valid |
| $X_{1.9}$ | 0,941 | 0,2404 | 0,5000 | Valid |

From Table 3 it can be seen that all statements relating to the content of marketing communications and information through some interesting social media and do not violate decency are all valid so that they can be further processed. While testing the validity of statements related to marketing communications through several marketplaces can be seen in Table 4 below. All statements in Table 4 are valid and all data can be further processed. The results of the validity test in

Table 4 explain that marketing communications through several marketplaces ($X_{2.1}$ to $X_{2.10}$) can be measured by the clarity of information, consumer interest in the products informed in the marketplace, and, consumers' desire to buy products through the marketplace. Furthermore, testing the validity of a number of statements to measure sales turnover variables ($Y_1 - Y_7$) can be seen in Table 5.

Table 4. Validity Testing Results on Marketplace Types of Variables.

| Statement Code | r-count value | r-table value | Cut off value | Decision |
|----------------|---------------|---------------|---------------|----------|
| $X_{2.1}$ | 0,775 | 0,2404 | 0,5000 | Valid |
| $X_{2.2}$ | 0,745 | 0,2404 | 0,5000 | Valid |
| $X_{2.3}$ | 0,765 | 0,2404 | 0,5000 | Valid |
| $X_{2.4}$ | 0,854 | 0,2404 | 0,5000 | Valid |
| $X_{2.5}$ | 0,795 | 0,2404 | 0,5000 | Valid |
| $X_{2.6}$ | 0,814 | 0,2404 | 0,5000 | Valid |
| $X_{2.7}$ | 0,791 | 0,2404 | 0,5000 | Valid |
| $X_{2.8}$ | 0,805 | 0,2404 | 0,5000 | Valid |
| $X_{2.9}$ | 0,791 | 0,2404 | 0,5000 | Valid |
| $X_{2.10}$ | 0,762 | 0,2404 | 0,5000 | Valid |

Table 5. *Validity Test Results on Sales Turnover Variables.*

| Statement Code | r-count value | r-table value | Cut off value | Decision |
|----------------|---------------|---------------|---------------|----------|
| Y ₁ | 0,902 | 0,2404 | 0,5000 | Valid |
| Y ₂ | 0,753 | 0,2404 | 0,5000 | Valid |
| Y ₃ | 0,734 | 0,2404 | 0,5000 | Valid |
| Y ₄ | 0,934 | 0,2404 | 0,5000 | Valid |
| Y ₅ | 0,833 | 0,2404 | 0,5000 | Valid |
| Y ₆ | 0,934 | 0,2404 | 0,5000 | Valid |
| Y ₇ | 0,902 | 0,2404 | 0,5000 | Valid |

Based on Table 5 it can be explained that the effect of marketing communications on sales turnover is measured through the variable indicators of interest, convenience, and the desire of consumers to continue buying Pandanwangi rice through the marketplace, proven valid. All data can be further processed to test the reliability. The results of the overall

reliability test of the research variables shown in Table 7, proved to be reliable with a very high level of reliability. This is in accordance with the statement from [16] that the Cut-Off value of the reliability value limit can be determined as follows:

Table 6. *Reliability Criteria.*

| No | Cut-Off Reliability Value | Reliability Criteria |
|----|---------------------------|----------------------|
| 1 | 0,81-1,00 | Very High |
| 2 | 0,61-0,80 | High |
| 3 | 0,41-0,60 | Enough |
| 4 | 0,21-0,40 | Low |
| 5 | 0,00-0,20 | Very Low |

Table 7. *Reliability Test Results on Research Variables.*

| Variable | Cronbach's Alpha value | Decision |
|--|------------------------|----------|
| Marketing Communication through Kinds of Social Media (X ₁) | 0,973 | Reliable |
| Marketing Communications through Kinds of Marketplaces (X ₂) | 0,934 | Reliable |
| Sales Turnover (Y) | 0,938 | Reliable |

After fulfilling the requirements for validity and reliability, all successive data can be tested further to the normality test (Table 8), F test (Table 9), and t-test (Table 10). The normality test is used to test whether the

population of the data is normally distributed or not [2]. The results of the normality test show that the data are normally distributed, so that the final results of the study can be generalized.

Table 8. *Test for the normality of the research variables.*

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|------------------------------------|---------------------------------|----|------|--------------|----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Y | .218 | 65 | .000 | .781 | 65 | .000 |
| X ₁ | .304 | 65 | .000 | .730 | 65 | .000 |
| X ₂ | .212 | 65 | .000 | .821 | 65 | .000 |
| Lilliefors Significance Correction | | | | | | |

Table 9. *F test of the simultaneous effect of variables X₁, and X₂ on Y.*

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 401.800 | 2 | 200.900 | 102.758 | .000 ^b |
| | Residual | 121.215 | 62 | 1.955 | | |
| | Total | 523.015 | 64 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X₂, X₁

Simultaneously marketing communications through social media and marketplaces have a significant effect on sales turnover. This result is in line with the results of previous studies [4, 14]. With changes in shopping styles in the digitalization era, it has caused many consumers to seek and obtain information about products and their manufacturers to make transactions through social media and marketplaces.

The same thing happened to Pandanwangi Cianjur rice sales turnover by the Pandanwangi Center which increased due to marketing communications through social media and marketplaces. Furthermore, to find out which independent variables have a significant effect on the dependent variable, it is necessary to do a t-test. The results obtained are as in Table 10.

Table 10. Results of t-test analysis on the effect of each independent variable on the dependent variable.

| Coefficients ^a | | | | | |
|---------------------------|--|-----------------------------|------------|---------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t |
| | | B | Std. Error | Beta | |
| | (Constant) | 2.069 | 1.559 | | 1.327 |
| 1 | Marketing Communication through Kinds of Social Media (X ₁) | .372 | .064 | .516 | 5.787 |
| | Marketing Communications through Kinds of Marketplaces (X ₂) | .336 | .070 | .426 | 4.773 |

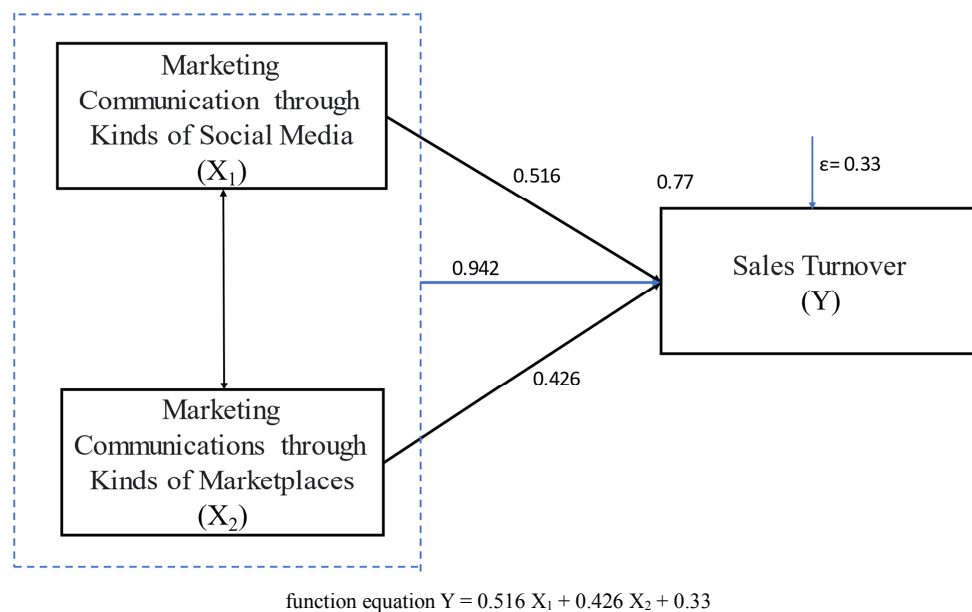
a. Dependent Variable: Y

From the results of the t-test, it is known that the two variables of marketing communication through social media (X₁) and marketing communication through the marketplace (X₂) each partially has a significant effect on increasing sales turnover (Y). Marketing communications through social media and marketplaces effectively reach a wider audience, are more cost-effective, and are more able to present interesting content which ultimately leads to buying decisions.

To find out how much the independent variables (X₁ and X₂) can explain the dependent variable (Y), the coefficient of determination (R²) is calculated. The magnitude of R² is 0.77 (Table 11). These results explain that the increase in sales turnover can be explained by 77% with marketing communications through social media and marketplaces. 23% is explained by other things that were not examined, such as the frequency of uploading new content, and the right time to

convey marketing communications on social media and marketplaces. However, these results are consistent with the results of previous studies [8, 10].

Overall, the path analysis structural model that explains the effect of marketing communications through social media and through marketplaces, both partially and jointly on sales turnover can be seen in Figure 1. In this structural model, there is no indirect effect. The partial direct effect of marketing communications through social media on sales turnover is 0.516 while marketing communications through marketplaces are 0.426. The simultaneous effect of the two independent variables on the dependent variable is 0.942 which is the sum of the path coefficients of the direct influence of marketing communications through social media with the path coefficients of the direct influence of marketing communications through the marketplace.

**Figure 1.** The structural model of the path analysis of the influence of marketing communications through social media and through the marketplace on sales turnover.**Table 11.** Results of the Coefficient of Determination of the Influence of Marketing Communications through Types of Social Media and Types of Marketplaces on Sales Turnover at Pandanwangi Center Cianjur.

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .876 ^a | .768 | .761 | 1.39824 |

a. Predictors: (Constant), X₂, X₁
b. Dependent Variable: Y

4. Conclusion

Based on the research results it can be concluded several things as follows:

1. There is a significant simultaneous influence of marketing communications through various types of social media and through various types of marketplaces on sales turnover. This is based on the results of calculating the joint effect of 0.942.
2. There is a partially significant effect of marketing communications through various types of social media on the sales turnover variable at Pandanwangi Center Cianjur with a direct effect of 0.516.
3. There is a partially significant effect of marketing communications through various marketplaces on the sales turnover variable at Pandanwangi Center Cianjur with a direct effect of 0.426.

5. Recommendation

Several things can be used as suggestions as follows:

1. Pandanwangi Center Cianjur can continue to use social media and marketplaces as a means of delivering marketing communications (advertising and sales) by creating more attractive content for advertisements for Pandanwangi rice products and its own Pandanwangi Center.
2. The Pandanwangi Center should increase the frequency of uploading new advertisements for Pandanwangi rice products in order to attract more potential consumers' attention.

Managerial Implications

It is proven that marketing communications play an important role in informing the product and the company. Pandanwangi Center as one of the marketing agents for Pandanwangi rice which is a commodity with a geographical indication of Cianjur, was able to introduce and market this rice far outside the Cianjur region due to the role of social media and the marketplace.

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