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The Influence of Digital Marketing and Brand Awareness on Increasing Walini Tea Sales

Veny Octariviani✉
Faculty of Economics and Business, Universitas Widyatama
octariviani.veny@widyatama.ac.id✉

Abstract:

Tea is one of the most widely consumed beverages in Indonesia. Tea drinks are favored by various groups and ages as an everyday drink that is easy to find and make. Tea (Camellia sinensis) is a commodity that is a mainstay of the plantation sector in Indonesia. One of the tea brands managed by PT Perkebunan Nusantara I Regional 2 is Teh Walini. Teh Walini is a tea that has advantages over other brands, has high quality because it comes from its own plantation and goes through a modern processing process to produce an authentic taste and has various flavor variants. In its marketing activities, Teh Walini utilizes digital marketing, especially through social media, to introduce its products by expanding its market reach. The objectives to be achieved in this study are to find out the characteristics of Teh Walini consumers and analyze how digital marketing (Y1) and brand awareness (Y2) affect Sales Increase (X). The study was conducted using a sampling method on 42 (forty-two) buyers of Teh Walini. The data were analyzed using a simple linear regression analysis model and a multiple linear regression analysis model. Using SPSS software version 25. The results of the study show that there is an influence of digital marketing on product sales, there is an influence of brand awareness on product sales, and there is a joint influence of digital marketing and brand awareness on product sales.

Keywords: digital marketing, brand awareness, product sales

Introduction

The development of digital technology has changed the way companies interact with consumers, including marketing strategies. Digital marketing is now a very effective tool in reaching a wider market, as well as influencing consumer behavior. In addition, brand awareness - consumer awareness of a brand - plays an important role in shaping consumer trust and preferences. The relationship between digital marketing

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and brand awareness is one of the main factors in driving increased sales, especially in an era of increasingly fierce global competition.

Digital marketing makes it easy for companies to connect directly with consumers through various digital platforms such as social media, search engines, and websites. This allows for faster and more effective distribution of product or service information. Measurable digital campaigns and personalized marketing messages enhance the consumer experience and drive higher engagement. In this case, brand awareness acts as a major driver for consumers in choosing products or services from companies they know and trust.

Strong brand awareness also helps differentiate a company from its competitors. Companies with good brand awareness tend to be remembered more by consumers, which ultimately increases the chances of a purchase. When digital marketing is used effectively to increase brand awareness, consumers not only recognize the product or service but also form loyalty to the brand.

This study will explore the influence of digital marketing and brand awareness simultaneously on increasing sales of Teh Walini. The main focus of this study is to identify the extent to which these two factors influence consumer purchasing decisions, as well as how companies can optimize digital marketing strategies and build strong brand awareness to achieve sustainable sales growth.

The rapid development of digital technology and the internet will affect the world of marketing, where traditional marketing which was initially done manually then changed into digital marketing known as the digital era. Judging from the marketing activities that have shifted from the real world to the virtual world, it is a push from the rapid development of digital technology and the increasing number of people who are increasingly based on sophisticated devices where internet and social media users are increasing all the time, this is a very big opportunity for business companies to market and sell the products they produce (Zuhroh, 2010).

Marketing a brand of product or service requires media to reach the target audience. The target audience in question is the digital community/social media users. This form of marketing is called digital marketing.

*Digital marketing*aims to disseminate information, influence, educate, entertain, and remind the audience. To reach the digital society, companies are required to be able to adapt to digital developments so as not to be left behind because Digital marketing itself is to achieve marketing goals through the application of digital technology and media (Chaffey, 2016).

*Digital marketing*is a repetitive process of continuous improvement and refinement. In digital marketing, it is not only about technology, but also about people (market). How business actors (marketers) can connect with their customers (consumers) to build a relationship and drive sales (Gumilang, 2019).

*Digital marketing*is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks. The presence of digital marketing is due to the advancement of information technology development accompanied by mobile technology.

Utilizing mobile technology allows everyone who has an internet connection to get accurate information just in their grasp (Kazali, 2011). In today's business world, the use of mobile technology is highly prioritized, including in marketing products from the company (Sanjaya, R. & Josua Tarigan, 2009).

Marketing or promotion of a product today is no longer centered on conventional promotion by utilizing conventional media such as television, radio, and newspapers. Today, promotion of business products has developed through social

media. Brand awareness is the strength of a brand and it is an asset owned by the company.

*Brand awareness*can have a positive impact on the company because the company knows that the brand name is responded to by consumers. A brand that gives a familiar impression to consumers, and consumers tend to like something that is familiar. Building brand awareness is usually done over a long period of time because memorization can be successful with repetition and reinforcement (Humdiana, 2005). In marketing, brand awareness is a very important factor. Consumers have awareness, familiarity, comfort with the brand used.

It is possible that if the company ignores product excellence, does not innovate and develop, then consumers will switch to competitors' products, if this happens then the company will lose customers or consumers and result in decreased sales. However, if the product is run according to the desires, needs, and tastes of consumers, as well as the targeted market share, it is expected to increase sales of the company's products. Given the increasing competition, the company must improve the company's performance including the diversity of products offered, to build long-term relationships with its customers or other potential customers.

Product is one of the marketing mix elements that is very strategic in increasing sales volume (Kotler, P. & Lane Kevin Keller, 2008).

Sales volume is an achievement expressed quantitatively in terms of physical, volume or unit of a product. Sales volume is something that indicates the rise and fall of sales and can be expressed in units, kilos, tons or liters (Rangkuti, 2009). Sales volume is the total amount generated from the sale of goods. The greater the amount of sales generated by the company, the greater the potential profit generated by the company. Therefore, sales volume is one of the important things that must be evaluated for the possibility of the company not to lose. So profitable sales volume should be the main goal of the company and not for the sake of the sales volume itself.

Methods

The research in this study uses quantitative research by applying a survey technique that is distributed using an online questionnaire to Teh Walini consumers using Google Form. The research variables used are Teh Walini Sales (x), digital marketing (y1), and brand awareness (y2). The statements in the questionnaire are closed statements with 5 indicators, namely strongly disagree, disagree, quite agree, agree, and strongly agree. The simple random sampling technique was used to collect 42 (forty-two) samples of Teh Walini customers taken in September 2024.

In this study, the respondent criteria are: respondents aged 26 to over 40 years, buying and consuming Teh Walini products. The research design used is quantitative descriptive research with a survey method, collecting research data using a questionnaire. There are three contents of the questionnaire question themes used, namely digital marketing questionnaires, brand awareness questionnaires and product sales questionnaires.

Validity test in research using item analysis, namely by correlating the score of each item with the total score per construct and the total score of all items. The output of SPSS for windows version 25 states that the analysis of the item is stated as Corrected Item-Total Correlation and the minimum limit to indicate a valid item is generally 0.30 (acceptable and considered satisfactory), if less than 0.30 then the item is considered invalid and unsatisfactory (Azwar, 2009).

While the reliability test is determined by the Cronbach Alpha coefficient. This test determines the consistency of the respondent/subject's answers to a research instrument. Reliability is stated by the reliability coefficient whose numbers range from

0 to(Muhardi et al., nd)1.00. the higher the reliability coefficient approaching 1.00, the higher the reliability and vice versa. The acceptable reliability coefficient is 0.90 (Azwar, 2009). The hypothesis test used is multiple linear regression analysis, which aims to determine the effect between the independent variables and the dependent variables, namely between the digital marketing and brand awareness variables on the product sales variable.

Results

Hypothesis 1 states that there is an influence of digital marketing on the sales of Teh Walini products. The results of a simple linear regression test with IBM SPSS version 25 with the following results:

Instrument Test Results: The Influence of Digital Marketing and Brand Awareness on Increasing Walini Tea Sales

1. Validity Test Results

The following table presents the results of the validity test and statistical results of variables X1, X2 and Y.

Table of Validity Test Results for Digital Marketing, Brand Awareness And Sales Increase Variables

Question Items	rhitung	rtable	Information	Variables
Item X1_1	0.591	0.271	Valid	Increase Sales
Item X1_2	0.686	0.271	Valid	Increase Sales
Item X1_3	0.754	0.271	Valid	Increase Sales
Item X1_4	0.802	0.271	Valid	Increase Sales
Item X1_5	0.778	0.271	Valid	Increase Sales
Item X2_1	0.728	0.271	Valid	Brand awareness
Item X2_2	0.707	0.271	Valid	Brand awareness
Item X2_3	0.742	0.271	Valid	Brand awareness
Item X2_4	0.821	0.271	Valid	Brand awareness
Item X2_5	0.843	0.271	Valid	Brand awareness
Item Y1	0.766	0.271	Valid	Digital marketing
Item Y2	0.804	0.271	Valid	Digital marketing
Item Y3	0.863	0.271	Valid	Digital

				marketing
Item Y4	0.524	0.271	Valid	Digital marketing

Source: Processed data

Based on the statistical test results in the table above, it explains that the variables Digital marketing, Brand awareness and Sales Increase consist of 15 questions (5 questions each), all of which are valid. This can be seen from the value of r count> r table (0.271), so that the questions can be used for further research. Questions as many as 15 r count> r table, the value of r table at a significance level of 5% with a degree of freedom (df) = 38-2 = 36 is 0.271.

a. Reliability Test Results

Reliability testing is carried out using the Alpha formula. The provisions of the test with*Cronbach Alpha*is that an instrument is declared reliable if its alpha > critical*product moment*believe it is 0.70. According to Wiyanto (2011:126), if the alpha value > critical means the instrument is reliable, while if the alpha value < critical means the instrument is not reliable.

Variables	Number of Question Items	Cronbach Alpha	Critical Value	Information
Digital marketing	5	0.758	0.70	Reliable
Brand awareness	5	0.801	0.70	Reliable
Increase Sales	5	0.778	0.70	Reliable

Based on the table above, it shows the value*Cronbach Alpha, Digital marketing*of 0.758,*Brand awareness*0.801,*Increase Sales*0.778 is greater than 0.70, so the question construct for measuring the level of variables in this study can be said to be*reliable*.

CLASSICAL ASSUMPTION TEST

1. Normality Test

In this study, data normality testing was carried out using statistical tests. The statistical test used was the Kolmogorov-Smirnov (KS) non-parametric statistical test. If the significance value is <0.05, then the data is not normally distributed. The data will be normally distributed if the significance is >0.050. The results of the

NPar Tests

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			38
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.70287937
Most Extreme Differences	Absolute		.137
	Positive		.068
	Negative		-.137
Test Statistic			.137
Asymp. Sig. (2-tailed)[c]			.072
Monte Carlo Sig. (2-tailed)[d]	Sig.		.070
	99% Confidence Interval	Lower Bound	.064
		Upper Bound	.077

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

normality test are presented in the following table:

Presented in the following table:

Kolmogorov-Smirnov test

Criteria:

a. If the Asymp. Sig 2-tailed value > 0.05 then the residual data value is normally distributed.
b. If the Asymp. Sig 2-tailed value < 0.05 then the residual data value is not normally distributed.

Conclusion: Asymp. Sig 2-tailed value 0.72 > 0.005 then the residual data value is normally distributed.

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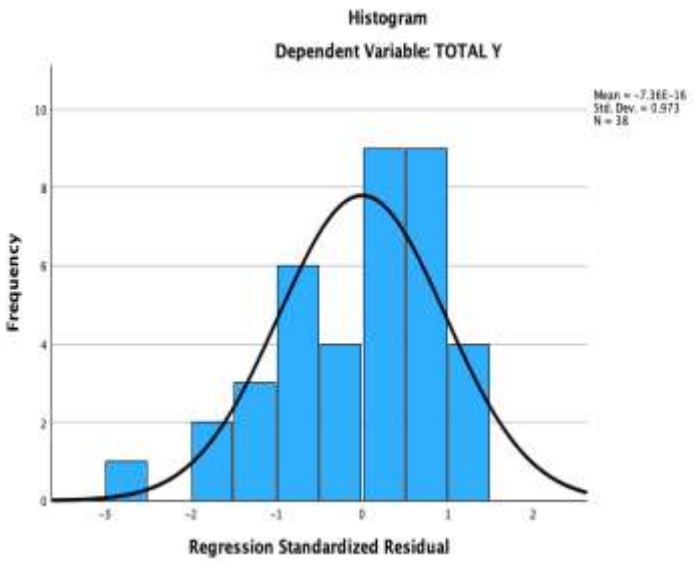


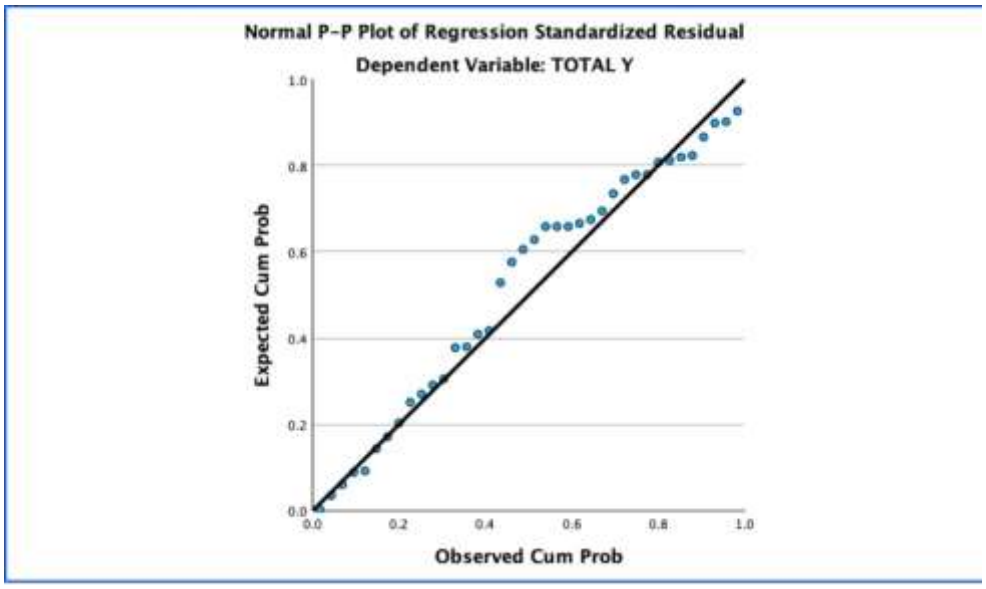
Histogram Interpretation:

1. If the histogram is bell-shaped and symmetrical, this indicates a normal distribution.
2. If the shape is skewed to the left (skew left) or to the right (skew right), or has multiple peaks (multimodal), this indicates a possible non-normal distribution.

Conclusion:

Normally Distributed Data

The image above shows that testing the residuals of the regression equation gives a significance probability value of 0.973> 0.05, this means that the data in this study has been



normally distributed.

Interpretation of PP Plot (Probability-Probability Plot):

a. If the data points are close to or follow the diagonal line, this indicates a normal distribution.
b. If the points deviate far from the diagonal line or form a certain pattern, this

indicates a possible non-normal distribution.

Conclusion:

Data follows a diagonal line

2. Multiconvergence Test

Multicollinearity test is a test conducted to test the variables used in the study have a correlation with each other. A regression model generated from research data should not have a correlation between one independent variable and its independent variables. The indicator used to determine whether or not there is a correlation between one independent variable and another is by looking at the Tolerance (TOL) and Variance Inflation Factor (VIF) values. The rules for determining whether or not there is multicollinearity will be explained as follows:

a. If the Tolerance value > 0.1 and the VIF has a value < 10, then it is said that there are no symptoms of multicollinearity between the independent variables used in the study.
b. If the Tolerance value is > 0.1 and the VIF has a value > 10, then it is said that there are symptoms of multicollinearity between the independent variables used in the study. If there are variables that experience symptoms of multicollinearity, then the variables must be from the research variables.

The following are the results of the SPSS output for conducting multicollinearity testing:

Multicollinearity Test Image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	11.729	3.964		2.959	.006		
	TOTAL X1	.164	.250	.157	.656	.516	.423	2.362
	TOTAL X2	.281	.256	.262	1.099	.279	.423	2.362

a. Dependent Variable: TOTAL Y

The SPSS output above can be described as:

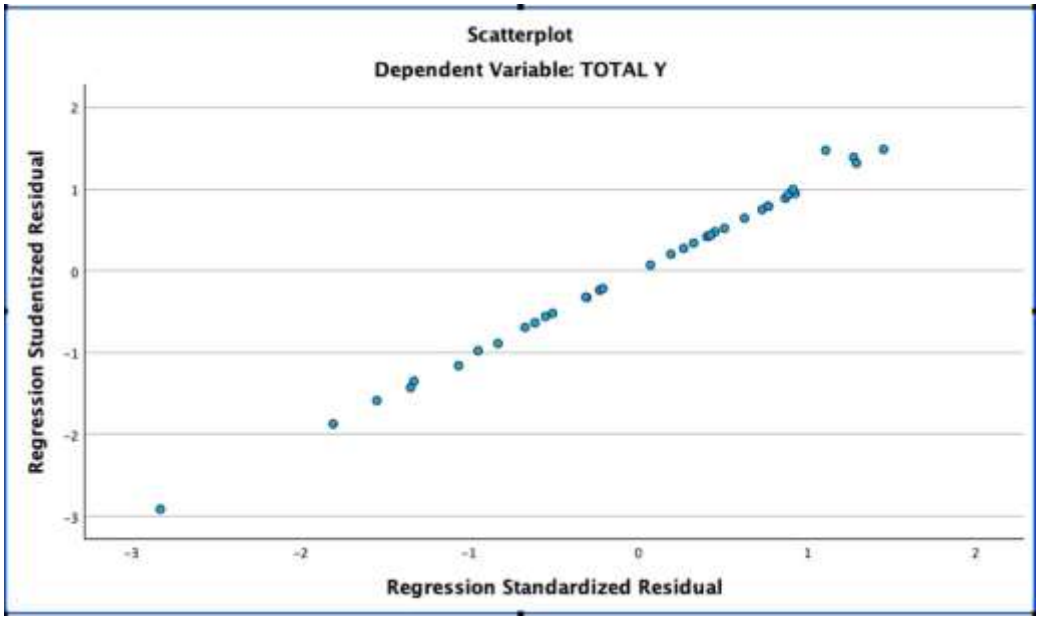
a. Digital marketing (X1) has a Tolerance value of 0.423 and a VIF value of 2.362.
b. *Brand awareness*(X2) has a Tolerance value of 0.423 and a VIF value of 2.362.

Based on the description above, all independent variables have a Tolerance value greater than 0.1 and the VIF value for all independent variables has a value less than 10. Based on the rules in determining the presence or absence of multicollinearity symptoms above, all independent variables used in this study are free from multicollinearity symptoms. Therefore, it can be concluded that the Brand awareness and Digital marketing variables do not have multicollinearity symptoms.

3. Heteroscedasticity Test

Heteroscedasticity testing is used to see whether there is inequality of variance in a regression model. A good regression model is one that does not have heteroscedasticity. To detect the presence of heteroscedasticity, a Scatter Plot can be

used. If there are no results that show a wavy pattern, then the regression model is free from heteroscedasticity problems. The results of the heteroscedasticity test are obtained as follows:



The scatterplot shows that the points are spread out somewhat randomly, meaning that the residual variance is constant.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	2.455	2.192		1.120	.270		
	TOTAL X1	.120	.138	.223	.871	.390	.423	2.362
	TOTAL X2	-.136	.141	-.246	-.959	.344	.423	2.362

a. Dependent Variable: ABS_RES

Criteria:

If the Significance value (Sig) > 0.05 then there is no heteroscedasticity.

If the significance value (Sig) < 0.05 then heteroscedasticity occurs

Conclusion: Sig X1 value 0.390 > 0.05, so there is no heteroscedasticity.

Sig X2 value 0.344 > 0.05 then there is no heteroscedasticity.

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		DIGITAL MARKETING (X1)						BRAND AWARENESS (X2)						INCREASED SALES					
BUMN employees	> Rp. 10.000.000	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
private employees	< Rp. 5.000.000,-	5	5	5	5	5	25	5	5	5	5	5	25	4	4	4	4	4	20
private employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	3	3	5	21	5	5	5	5	5	25	5	5	5	5	5	25
entrepreneur	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	5	5	25	5	5	5	5	5	25	5	4	5	5	5	24
private employees	< Rp. 5.000.000,-	5	4	5	4	3	21	3	4	1	1	3	12	3	3	3	3	3	15
private employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	4	4	23	5	5	5	4	4	23	5	5	5	4	5	24
private employees	< Rp. 5.000.000,-	5	5	4	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25
other	< Rp. 5.000.000,-	4	4	3	3	2	16	4	3	4	3	4	18	4	4	3	4	3	18
private employees	< Rp. 5.000.000,-	3	4	1	3	4	15	5	5	5	5	5	25	5	5	5	5	5	25
PNS	< Rp. 5.000.000,-	5	5	5	1	1	17	5	5	1	5	5	21	5	1	2	5	4	17
private employees	< Rp. 5.000.000,-	5	5	4	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25

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other	< Rp. 5.000.000,-	5	5	2	3	3	18	3	3	4	4	4	18	4	4	4	4	4	20
v	< Rp. 5.000.000,-	5	5	5	3	5	23	5	5	4	3	5	22	4	4	4	4	4	20
entrepreneur	< Rp. 5.000.000,-	5	5	5	4	5	24	5	5	5	5	5	25	5	5	5	5	5	25
private employees	Rp. 5.000.000,- - Rp. 10.000.000,-	5	5	5	5	5	25	4	4	5	4	5	22	4	4	4	4	4	20
BUMN employees	> Rp. 10.000.000	5	5	5	5	5	25	4	5	5	5	5	24	5	5	4	5	5	24
other	< Rp. 5.000.000,-	4	4	4	5	4	21	4	5	5	5	5	24	5	5	5	5	5	25
other	< Rp. 5.000.000,-	5	5	5	5	5	25	4	5	5	4	5	23	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000,-	5	4	3	4	4	20	4	4	5	5	5	23	4	4	4	3	4	19
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000,-	4	4	4	4	4	20	3	3	4	4	4	18	4	3	3	3	4	17
BUMN employees	< Rp. 5.000.000,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	> Rp. 10.000.000	5	5	5	4	4	23	5	5	5	5	5	25	5	5	5	1	5	21
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000	5	5	4	5	5	24	5	5	5	5	5	25	5	4	3	3	5	20

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	,-																		
BUMN employees	< Rp. 5.000.000,-	5	5	5	4	4	23	3	4	5	5	5	22	5	5	5	4	5	24
BUMN employees	< Rp. 5.000.000,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
other	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	5	5	25	4	4	5	5	5	23	4	4	4	4	5	21
BUMN employees	< Rp. 5.000.000,-	5	5	4	5	5	24	4	5	4	5	5	23	5	5	5	4	5	24
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	4	3	3	20	4	3	5	5	5	22	5	4	4	4	5	22
BUMN employees	< Rp. 5.000.000,-	5	5	4	4	4	22	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	5	4	24	5	5	5	5	5	25	5	5	5	4	5	24
BUMN employees	> Rp. 10.000.000	5	5	5	3	5	23	3	4	5	5	5	22	5	5	5	3	5	23
BUMN employees	< Rp. 5.000.000,-	5	3	3	3	3	17	5	5	5	5	5	25	4	4	4	5	5	22
BUMN employees	Rp. 5.000.000,-	4	4	4	3	3	18	4	4	4	4	4	20	4	4	4	4	4	20

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	- Rp. 10.000.000 ,-																		
BUMN employees	> Rp. 10.000.000	4	4	3	3	4	18	4	4	5	5	5	23	5	5	4	4	4	22
BUMN employees	< Rp. 5.000.000,-	5	4	4	4	4	21	3	4	4	5	5	21	4	4	4	4	4	20
BUMN employees	> Rp. 10.000.000	5	5	4	4	4	22	5	5	5	5	5	25	5	4	5	5	5	24
BU MN employees	> Rp. 10.000.000	5	5	4	3	3	20	4	4	5	5	5	23	5	4	5	2	5	21
BUMN employees	> Rp. 10.000.000	5	4	3	2	4	18	5	5	5	5	5	25	5	5	5	3	5	23
BUMN employees	> Rp. 10.000.000	5	5	4	4	3	21	5	5	5	5	5	25	4	4	5	1	5	19
Lainnya	< Rp. 5.000.000,-	2	2	2	1	1	8	4	5	5	5	5	24	5	5	5	5	5	25
BUMN employees	> Rp. 10.000.000	5	5	3	2	3	18	5	5	5	5	5	25	4	5	5	4	5	23
other	< Rp. 5.000.000,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
private employees	> Rp. 10.000.000	5	5	5	3	3	21	5	5	5	1	5	21	3	3	3	3	3	15
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	4	4	5	23	5	4	5	5	5	24	5	4	4	5	4	22
BUMN employees	> Rp. 10.000.000	5	5	5	4	5	24	5	5	5	5	5	25	5	5	5	4	5	24
BUMN employees	> Rp. 10.000.000	5	5	5	5	5	25	4	5	5	5	5	24	5	5	5	4	5	24
BUMN employees	> Rp. 10.000.000	5	5	5	4	4	23	5	5	5	5	5	25	5	5	5	5	5	25
BUMN	> Rp.	5	5	4	3	4	21	4	5	5	5	5	24	5	5	5	5	5	25

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employees	10.000.000																		
BUMN employees	< Rp. 5.000.000,-	5	5	5	2	4	21	3	5	5	5	5	23	5	3	5	5	5	23
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	1	5	21	3	5	5	5	5	23	5	5	5	2	5	22
BUMN em ployees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	4	4	4	22	4	5	5	5	5	24	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	4	4	3	3	3	17	4	4	4	4	4	20	4	4	3	3	4	18
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	3	5	5	23	4	4	5	5	5	23	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	4	4	4	22	4	5	5	5	5	24	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	3	4	4	21	5	5	5	5	5	25	5	5	5	4	5	24
BUMN employees	< Rp. 5.000.000,-	5	5	4	4	5	23	5	5	5	5	5	25	5	5	5	5	5	25

Veny Octariviani. (2025). https://doi.org/10.24815/jr.v8i4.47523

BUMN employees	< Rp. 5.000.000,-	5	5	5	4	4	23	4	5	5	5	5	24	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	4	5	24
BUMN employees	< Rp. 5.000.000,-	5	5	5	3	3	21	4	5	5	5	5	24	5	3	4	3	4	19
BUMN employees	> Rp. 10.000.000	5	5	4	5	4	23	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	< Rp. 5.000.000,-	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	4	5	3	4	4	20	5	5	5	5	5	25	4	4	4	4	4	20
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	5	4	24	3	4	5	5	5	22	5	4	3	4	5	21
other	< Rp. 5.000.000,-	4	4	4	3	3	18	4	3	5	5	5	22	5	4	3	3	5	20
BUMN employees	> Rp. 10.000.000	5	5	5	4	4	23	4	4	5	5	5	23	5	4	5	4	5	23
BUMN employees	< Rp. 5.000.000,-	4	4	3	4	4	19	4	4	4	4	4	20	4	4	4	4	4	20
BUMN employees	< Rp. 5.000.000,-	4	4	4	3	4	19	4	4	5	5	5	23	5	4	4	4	4	21
BUMN employees	> Rp. 10.000.000	5	5	5	4	4	23	4	5	5	5	5	24	5	5	4	4	5	23
BUMN employees	Rp. 5.000.000,-	4	4	3	4	3	18	3	5	5	5	5	23	5	4	4	3	5	21

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	- Rp. 10.000.000 ,-																	
BUMN employees	> Rp. 10.000.000	5	5	5	3	3	21	4	5	5	5	5	24	4	4	4	2	5	19
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	< Rp. 5.000.000,-	3	3	3	3	4	16	5	5	4	5	5	24	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	3	5	4	22	5	5	5	5	5	25	5	5	5	4	5	24
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	< Rp. 5.000.000,-	5	5	3	3	3	19	3	5	5	5	5	23	5	5	5	4	5	24
other	< Rp. 5.000.000,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	4	4	5	4	22	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	< Rp. 5.000.000,-	4	4	4	5	4	21	4	4	5	5	4	22	5	4	4	2	5	20
BUMN employees	Rp. 5.000.000,-	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25

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	- Rp. 10.000.000 ,-																		
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	5	3	4	4	21	4	4	5	4	5	22	3	2	3	1	4	13
BUMN employees	< Rp. 5.000.000,-	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	5	5	25
BUMN employees	Rp. 5.000.000,- - Rp. 10.000.000 ,-	5	4	4	5	5	23	5	5	5	5	5	25	5	5	5	5	5	25

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Based on the provided data, we can perform a more specific analysis related to the correlation between digital marketing strategies and sales performance across different respondent profiles. Below is a detailed breakdown of the analysis:

1. Profile of Respondents:

The dataset includes various respondent demographics that can be grouped and analyzed to identify trends and patterns:

- Gender: The survey includes both male and female respondents, which will help in understanding gender-based differences in perception and the impact of digital marketing strategies.
- Age Group: With age groups like "<25 years", "26-40 years", and ">40 years", we can explore if age influences the effectiveness of digital marketing strategies or how sales performance is perceived at different life stages.
- Occupation: The respondents' occupations are categorized into private sector employees, state-owned company employees, and entrepreneurs. This variable will allow us to analyze if digital marketing strategies are perceived differently based on the type of employment or industry.
- Income Level: Income categories such as "<Rp. 5,000,000", "Rp. 5,000,000 - Rp. 10,000,000", and ">Rp. 10,000,000" could help analyze whether income influences the effectiveness of digital marketing in improving sales performance.

2. Digital Marketing Evaluation (X1):

Several specific aspects of digital marketing (e.g., X1_1, X1_2, X1_3) are rated by respondents, and these can be analyzed to assess which components of digital marketing have the greatest impact on sales improvement.

- X1 Columns (e.g., X1_1, X1_2, X1_3): These represent different aspects of digital marketing, such as effectiveness, reach, or customer engagement. The data can be examined to see if certain digital marketing strategies (social media, SEO, email marketing, etc.) have a stronger effect on sales improvement.
- Total X2: The overall rating for digital marketing can be correlated with the respondents' profiles (age, gender, income, occupation) to determine which groups find digital marketing more effective.

3. Sales Performance Evaluation (Y):

- Y Columns (e.g., Y1, Y2, Y3, Y4, Y5): These columns represent ratings on sales improvements attributed to digital marketing. By analyzing these values, we can identify whether digital marketing strategies directly correlate with measurable increases in sales.
- Total Y: The total sales improvement score (TOTAL Y) will be compared with digital marketing effectiveness (Total X2) to check for consistency in how respondents link digital marketing strategies to sales performance.

4. Cross-Tabulation and Correlation Analysis:

- Demographic vs. Digital Marketing Evaluation: By analyzing respondents' age, gender, occupation, and income against their digital marketing scores (X1_1 to X1_3), we can identify which groups see more success or satisfaction with digital marketing efforts.

- Demographic vs. Sales Performance: By cross-tabulating demographic data with the sales improvement scores (Y1 to Y5), we can determine which groups report the most significant sales improvements as a result of digital marketing.
- Correlation between X2 and Y: The relationship between the total digital marketing score (Total X2) and the total sales improvement score (Total Y) can help determine if there is a strong positive correlation, indicating that higher satisfaction with digital marketing efforts leads to higher perceived sales improvements.

5. Specific Analysis Based on Occupation:

- Private Sector vs. Entrepreneur: It would be insightful to analyze whether entrepreneurs perceive digital marketing efforts to be more effective than private sector employees, given that entrepreneurs are typically more directly involved in the business aspects and may have a greater appreciation for the immediate sales impact.
- State-Owned vs. Private Sector Employees: It would be useful to compare these two groups to understand if employees in different sectors have differing perspectives on the impact of digital marketing on sales performance.

Conclusion

Digital marketing and brand awareness through Teh Walini's social media has proven to have a significant positive influence on Teh Walini's sales. This proves that the implementation of digital marketing strategies through Teh Walini's social media has been running well, making Teh Walini's brand image in the eyes of consumers positive and increasing Teh Walini's brand awareness in the minds of consumers. With these results, Teh Walini is expected to continue to optimize its social media through various creative and interactive content to strengthen its brand image and increase brand awareness. Suggestions for further research are to explore how digital marketing affects other aspects of marketing, such as brand image and customer loyalty. A broader research method involving respondents from various regions also needs to be considered in further research in order to obtain more comprehensive results.

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