



The Effect Of Digital Marketing, Personal Branding, And Product Quality On Increasing Msmes Sales In Sukoharjo Regency

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How to Cite :

Sugiyanto, A. S., Wahyudi, T. N. (2026). The Effect Of Digital Marketing, Personal Branding, And Product Quality On Increasing Msmes Sales In Sukoharjo Regency. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(2). DOI: <https://doi.org/10.37676/ekombis.v14i2>

ARTICLE HISTORY

Received [18 November 2025]

Revised [20 April 2026]

Accepted [28 April 2026]

KEYWORDS

Digital Marketing, Personal Branding, Product Quality, MSMEs.

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ABSTRACT

This study aims to determine the effect of digital marketing, personal branding, and product quality on increasing sales of micro, small, and medium enterprises (MSMEs) in the food and beverage sector in Sukoharjo Regency. The method used in carrying out research activities is a quantitative research method with an associative research type. Data were obtained through distributing questionnaires to 102 MSME respondents using multiple linear regression techniques with the SPSS application. The data show that the X1 variables of digital marketing, X2 personal branding, and X3 product quality have significant and positive values on increasing MSME sales in the food and beverage sector in Sukoharjo Regency.

INTRODUCTION

MSMEs (micro, small, and medium enterprises) is crucial to drive national economic growth today. In Indonesia, Micro, Small, and Medium Enterprises, commonly referred to as MSMEs, are a category of productive businesses with individuals or legal entities as the owner which meet the requirements stipulated by Law Number 20 of 2008. MSMEs are the National Economy pillars, encompassing more than 99% of all active business entities. In addition, MSMEs have contributed 60.5% to Gross Domestic Product (GDP) could absorbing 96.9% of the workforce, and are involved in non-oil and gas exports by 15.69% (Direktorat Jenderal Perbendaharaan DJPb, 2023).

Micro, Small, and Medium Enterprises (MSMEs) could increase employment opportunities, provide extensive economic services to the community, participate to equalize and increasing individual income, encourage economic progress, and contribute to creating national stability (Munthe, M. Yarham and Ridwana Siregar, 2023). MSMEs are also a major source of job creation and poverty alleviation, as well as strengthening the resilience of an independent national economy (Siti nurhaliza, 2025). Micro, Small, and Medium Enterprises are further divided into

several categories determined by the amount of capital and turnover or business income, namely micro, small, and medium. Initially, the category of micro, small, and medium enterprises was determined by Law No. 20 of 2008 whose scale was determined by assets and turnover. However, the inflation and current economic conditions, the MSME scale classification revised under Presidential Regulation No. 7 of 2021 (Anastasya and Rinaldi, 2023).

In today's digital era, micro, small, and medium enterprises (MSMEs) need to adapt to survive and thrive while formulating strategies to address existing technological advances. Digital marketing is believed to increase MSME revenue by up to 20 percent (Mutia and Fina, 2022). MSMEs are able to achieve significant profits by leveraging digital marketing across every aspect of their business operations. Internet usage is expected to continue to increase along with the advancement and diversity of technology, particularly smartphones. The growth in internet usage also opens up more opportunities to expand the market for MSMEs and can be utilized to promote their brands (Ajeng and Novaria, 2024).

In addition to digital marketing, MSMEs must have a personal brand. Personal branding is also an important factor for MSMEs. According to (Maldynova, Davletova and Demeuova, 2024) In their research, a competent personal brand has the potential positively affect the product image and company. This can be seen in research that shows that trust in personal branding is related to an increase in consumers' perceptions of the company's brand and products.

Product quality is also a key factor in determining sales success. Research (Ester et al., 2025), product quality significantly impacts customer satisfaction, that contributes to customer loyalty. Well-produced, high-quality products encourage consumers to continue using that company's products without being influenced by offers from other companies (Fauziah et al., 2022).

Sukoharjo Regency is one of the regions in Central Java with significant potential for MSMEs. However, many MSMEs in Sukoharjo have not yet optimized their digital marketing strategies, personal branding, and product quality improvement to their full potential. According to (Hakim and Mulyadi, Tri Mulyaningsih, 2020), digital branding efforts for MSMEs in Sukoharjo have not been optimal because many business owners are still too focused on production aspects and have not developed adequate branding strategies or product designs. Therefore, research is essential to analyze the digital marketing, personal branding, and product quality influence the increasing MSME sales in Sukoharjo Regency.

LITERATURE REVIEW

MSMEs (micro, small, and medium enterprises)

MSMEs (micro, small, and medium enterprises) have crucial role to drive national economic growth today, which commonly referred to as MSMEs, are a category of productive businesses owned by individuals or legal entities that meet the requirements stipulated by Law Number 20 of 2008. MSMEs are one of the pillars of the National Economy, encompassing more than 99% of all active business entities. In addition, MSMEs have contributed 60.5% to Gross Domestic Product (GDP), are able to absorb 96.9% of the workforce, and are involved in non-oil and gas exports by 15.69% (Direktorat Jenderal Perbendaharaan DJPb, 2023).

Digital marketing

Chaffey and Ellis-Chadwick (Paşcalău *et al.*, 2024), stated as the digital technology use in activities to promote products and services. Despite the traditional marketing, where digital marketing enables more varied and interactive engagement to customer.

Digital marketing is a marketing strategy that utilizes digital media to introduce, promote, and sell products to consumers more effectively. Research Amin et al., (2022), digital marketing significant positive affect the sales performance, both directly and through product excellence.

Personal Branding

Personal branding is shaping the public perspective to the traits like personality, skills or values which create the positive image that can be leveraged for marketing purposes (Fikriansyah, 2023).

In a study, personal branding was identified as one of the variables influencing consumer purchasing interest. The results showed that personal branding had positively and significantly affect the consumer purchasing interest. The 0.928 coefficient value with 0.000 (<0.05) a significance level confirmed the better the personal branding, the higher the consumer purchasing interest (Rusdiana and Permana, 2020).

Product quality

Product quality is the main factors influencing consumer satisfaction and purchasing decisions. Research defines product quality as a product's use to fulfill consumer needs and expectations, both functionally and emotionally (De Giovanni, 2024). Product quality is crucial factor to develop the sales. Companies must be able to maintain and improve product quality to meet consumer expectations and compete with competitors. Improving product quality has also been shown to influence consumer impressions and perceptions of a business (Ningsih and Sari, 2024). Good product quality can increase consumer trust in the seller. Research shows that product quality as the influencing factor on purchasing decisions (Malakiano and Susila, 2025).

METHODS

The study employed quantitative method with associative approach, which determine the independent variables digital marketing, personal branding, and product quality effect on the dependent variable, namely increased sales in food and beverage MSMEs in Sukoharjo Regency.

Data collection was conducted in Sukoharjo Regency using a questionnaire distributed in two ways online and offline. For online distribution, the questionnaire was created and distributed through the Google Forms platform, which was then sent via social media or email to MSMEs in Sukoharjo. For offline distribution, the researchers distributed the questionnaire directly to MSMEs at their business locations.

The study population consisted of 3,240 food and beverage MSMEs in Sukoharjo Regency. Proportional random sampling used to obtain representative population sample, where the data analyzed through multiple linear regression in SPSS to shows the digital marketing, personal branding and product quality effect on F&B saled in Sukoharjo.

RESULTS

Respondent Description

The respondents in this study were all food and beverage MSMEs in Sukoharjo Regency. The distributed questionnaires yielded 102 respondents. Based on business type, 80 respondents were predominantly food businesses, while the remaining 22 were beverage businesses.

Validity Test

As a trial sample used in this study, 30 respondents were used, he sample that must be used to ensure its representativeness can be used for broader generalization to a larger population, namely a minimum of 30 samples. The validity test assessed by comparing the r-value with r-table. The item is valid if the r more than r-tble. The 0.005 significance level and df-28, so the r-table value is 0.362.

Reliability Test

Based on the results of the reliability test obtained in this study, it shows that all variables are said to be reliable because the Cronbach Alpha coefficient value is above 0.60, so it the research is feasible so that it can be continued to conduct research.

Normality Test

The Kolmogorov–Smirnov test was applied with a 0.05 significance level. Residuals are considered normally distributed when the significance value >0.05. The test produced an asymp value of 0.087, indicating normal distribution.

Multicollinearity Test

The results of calculations using SPSS show that the variables Digital marketing (X1) have a tolerance value of 0.539 > 0.1 and a VIF of 1.856 <10, Personal branding (X2) have a tolerance value of 0.492 > 0.1 and a VIF of 2.032 <10, Product quality (X3) have a tolerance value of 0.883 > 0.1 and a VIF of 1.133 <10. So there is no multicollinearity between the independent variables.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine the inequality of variables between residuals in the regression model. A good regression model is one that does not show symptoms of heteroscedasticity. The calculation results show that the digital marketing variable has a significance value of 0.087, the personal branding variable has a value of 0.978, and the product quality variable has a value of 0.825. So it can be concluded that the significance value shows that more than 0.05 indicates that there is no heteroscedasticity in this study.

Multiplexity Linear Regression Test

Table 1. Multiple Linear Regression Test

Model		Coefficients ^a				
		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.340	1.888		.710	.480
	Digital Marketing	.420	.063	.550	6.700	.001
	Personal Branding	.172	.074	.199	2.315	.023
	Product Quality	.351	.083	.270	4.220	.001
a. Dependent Variable : sale						
Source: Data Processed in SPSS, 2025						

Based on the coefficient value B referring to table 1, the following regression equation is obtained

$$Y = 1.340 + 0,420 X1 + 0,172X2 + 0,351X3$$

Th equation indicates that all independent variables positively connected with dependent variable. To conclude, the increase in digital marketing, personal branding, and product quality in line with increase in sales.

According to SPSS data processing in Table 2, the digital marketing variable has 0.420 regression coefficient with 0.001 significance value, the personal branding variable has a 0.172 regression coefficient with 0.023 significance value, and product quality has a coefficient of 0.351 with a significance value of 0.001. Therefore, the multiple linear regression test indicate show all independent variables positively effect the food and beverage sales in Sukoharjo Regency development.

Hypothesis Testing
Persian Test (T Test)

Based on the results of SPSS data processing in Table 1, for the digital marketing variable, a significance value of 0.001 was obtained with a t-count value of 6.700 because the significance value is smaller than 0.05, it can be concluded that digital marketing has a significant effect on sales growth. In addition to digital marketing, the personal branding variable has a significance value of 0.023 with a t-count value of 2.315. This value is smaller than 0.05, so it can be concluded that personal branding has an effect on sales growth. In addition to personal branding, the product quality variable obtained a significance value of 0.001 with a t-count value of 4.220 because the significance value is smaller than 0.05, it can be concluded that product quality also has an effect on sales growth.

Simultaneous Test (F Test)

The F test aims to determining independent variables consisting of digital marketing, personal branding, and product quality together significantly effect on the dependent variable, namely sales.

Tabel 3. F Test

ANOVA						
Model		Sum Squares	Of df	Mean Square	F	Sig.
1	Regression	540.320	3	180.107	59.260	.001 ^b
	Residual	297.847	98	3.039		
	Total	838.168	101			
a. Dependent Variable : sale						
b. Predictors : (constant), Product Quality, Digital Marketing, Personal Branding						
Source: Data Processed in SPSS, 2025						

According to data processing using SPSS show calculated F value was 59,260 with a significance value of 0.001. The significance value is < 0.05, so the regression model used in this study is feasible and significant. It indicates the combination of effective digital marketing, strong personal branding, and good product quality can simultaneously increase sales. This means that sales increases are not influenced by just one factor but rather the result of all three aspects.

R Determination Coefficient Test

Table 4 Test of Determination Coefficient R

Model Summary ^b					
Model 4.	R	R Square	Adjusted Square	R	Std. Error Of the estimate
1	.803 ^a	.645	.634		1.743
a. Predictors : (constant), Product Quality, Digital Marketing, Personal Branding					
b. Dependent Variable : sale					
Source: Data Processed in SPSS, 2025					

The Table 4 showed R value was 0.803 and the R square was 0.645. These values indicate that the relationship between digital marketing, personal branding, and product quality variables simultaneously influences sales growth. Therefore, the model used in this study can be said to have a fairly strong ability to establish the relationship between the independent and dependent variables.

DISCUSSION

The t-test that has been conducted indicate that the digital marketing variable partially positively and significantly effects yhe increasing MSME sales in Sukoharjo Regency. This is indicated by the obtained 0.001 significance valuweth with a calculated t of 6.700. This means that the better MSME actors implement digital marketing strategies, the higher the increase in sales that can be obtained. This result is in line with (Utami and Wahyudi, 2024) which found that digital marketing strategies, especially through social content media, are effective in expanding consumer reach and encouraging increased sales of MSMEs. The In line with (Kuspriyadi *et al.*, 2023), digital marketing positively and significantly effect on increasing the performance and sales of MSMEs. Similar findings were also expressed by (Astuti and Daniel, 2021), who stated that the implementation of digital marketing can significantly increase sales in micro, small, and medium enterprises.

Furthermore, the Personal Branding variable obtained 0.023 significance value with a t-count of 2.315, which means the value is also smaller than 0.05. Thus, the Personal Branding positively and significantly effect on increasing sales. This shows that the better the personal branding built by business actors, the greater its influence on consumer purchasing decisions. This result is in line with previous research which states that personal branding also influences purchasing decisions (Hariyanto *et al.*, 2025). In addition (Rindu, Risquita and Fahrizal, 2025) and (Fauziyyah, Maskan and Murtiyanto, 2025) also said that personal branding is also one of the influences on purchasing decisions for a product. also said that personal branding is also one of the influences on purchasing decisions for a product.

The variable Product Quality shows a significance value of 0.001 with a t-value of 4.220. The significance value is <0.05 , so the product quality positively and significantly affect the sales growth. This indicates that products with good quality, both in terms of taste, appearance, durability, and packaging, can increase customer satisfaction and encourage repeat purchases. In ine with the previous study, where product quality positively and significantly affect the purchasing decisions at Pempek Hayra MSMEs in Bandar Lampung (Murdiani, Parmitasari and Asnusa, 2024). (Puspita and Rahmawan, 2021) also revealed that good product quality will influence people in purchasing products. Meanwhile, (Fuadah and Sari, 2024) confirmed that product quality has a positive and significant effect on increasing sales.

Thus, the partial test prove that the three independent variables, namely Digital marketing, Personal branding, and Product quality significantly effect on increasing sales. This emphasizes that an effective digital marketing strategy combined with strong personal branding and good product quality is an important factor in increasing sales of food and beverage MSMEs in Sukoharjo Regency. The study in line with research that found that digital marketing strategies and product quality simultaneously have a significant influence on sales performance in MSMEs in Indonesia (Zulstra, 2025).

CONCLUSION

Based on the results and data analysis, it can be concluded that digital marketing, personal branding, and product quality influence increased food and beverage sales in Sukoharjo Regency. Therefore, the success of MSMEs in increasing sales is not determined by a single factor.

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