



Research Article

# The Influence of Digital Advertising and Content Marketing on Increasing Sales of MSME Products on Instagram

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**Abstract:** This study examines the causal relationship between online promotion strategies and the distribution of digital marketing materials with increased sales of MSMEs on Instagram. The background is changes in consumer behavior and developments in digital technology that have encouraged MSMEs to adapt to social media marketing. Using quantitative methods with an explanatory research design and purposive sampling techniques, 96 respondents who had purchased MSME products through Instagram were obtained. Data analysis included validity tests, reliability tests, classical assumptions, multiple linear regression, t-tests, F-tests, and determination coefficients. The results indicate that digital ads and marketing content have a positive and significant impact, both partially and simultaneously, on sales growth. Based on the test results, the digital advertising variable was proven to have a positive and significant influence on sales growth, as indicated by a t-value of 3.843, which exceeded the critical value of 1.661 with a significance level of  $0.000 < 0.05$ . The marketing content variable also has a positive and significant impact, reflected in the t-value of 7.559  $> 1.661$  and Sig.  $0.000 < 0.05$ . Simultaneously, both variables positively and significantly influence sales growth, as evidenced by the calculated F value of 249.092 with a significance level of  $0.000 < 0.05$ . Simultaneously, both variables positively and significantly influence sales growth, as evidenced by the calculated F value of 249.092 with a significance level of  $0.000 < 0.05$ . In conclusion, the integration and consistent use of these two strategies can improve the sales performance of MSMEs and their competitiveness in the digital market.

**Keywords:** Content Marketing; Digital Advertising; Instagram; Sales Growth; SMEs.

## 1. Introduction

The digital technology transformation has revolutionized marketing patterns, forcing MSMEs to adjust their business strategies to the increasingly digital-based consumer behavior, one of which is through the use of social media (Augustinah, Roekminiati, et al., 2023). Instagram, as one of the popular platforms, has become the main marketing channel used by MSMEs to build relationships with consumers and increase sales.

Received: July 28, 2025  
Revised: October 22, 2025  
Accepted: October 28, 2025  
Published: October 31, 2025  
Curr. Ver.: October 31, 2025



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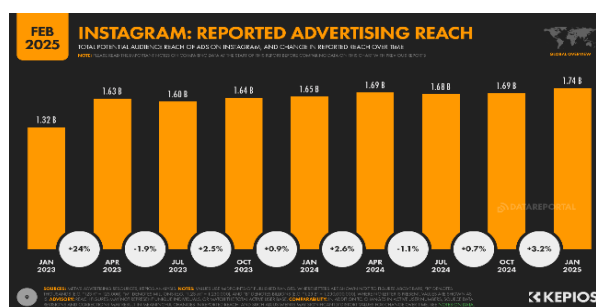


Figure 1. Instagram Ad Reach Trends for 2025

Sumber: <https://shorturl.at/foeyl>



## 2. Literature Review

### 2.1. Digital Advertising

According to Heidrick Struggles, digital advertising utilizes technological advancements and digital platforms to deliver promotions subtly, without messages that are too direct or forceful to the audience, yet have a significant impact on influencing the audience (Heidrick Struggles, 2009). These promotions utilize various digital platforms such as Facebook, YouTube, Instagram, and other social media, where marketing messages can be delivered subtly through creative, interactive, and relevant content that aligns with users' lifestyles. Digital Advertising Indicators according to Belch and Belch (Belch & Belch, 2021):

- a. Brand Awareness, the ability of advertising to instill recognition and memory of a brand among audiences amid competition from similar products.
- b. Credibility, the audience's perception of the reliability, honesty, and authenticity of the information conveyed in the advertisement.
- c. Irritation, the level of disturbance or discomfort felt by the audience due to exposure to advertisements, for example, due to excessive frequency, distracting displays, or irrelevant content.

### 2.2. Content Marketing

According to Muzakki and Hidayat, content marketing is a marketing tactic that allows marketers to design, create, and deliver relevant, consistent, and valuable content to their target audience, with the aim of building long-term relationships, increasing trust, and encouraging profitable transactions (Muzakkii & Hidayat, 2021). Digital content, particularly storytelling, visual branding, and digital interaction, has become a strategic instrument in strengthening the brand image and competitiveness of MSMEs post-pandemic. This strategy has been proven to significantly increase visibility and conversion (Hidayatullah, 2025). Successful content not only attracts attention but also shapes the audience's perspective and actions, ultimately driving purchasing decisions. Content Marketing Indicators according to Riska with her friends (Riska et al., 2020):

- a. Reader Cognition, the level of audience understanding of the information conveyed in the content.
- b. Sharing Motivation, the audience's motivation to share content with others.
- c. Persuasion, the ability of content to influence the audience's attitudes and purchasing interests.
- d. Decision Making, the role of content in encouraging the audience to take purchasing actions.
- e. Supporting Factors, additional elements that enhance the effectiveness of content.

### 2.3. Sales Increase

Sales increase can be defined as the growth in the number of transactions or revenue achieved by MSMEs after implementing digital advertising and content marketing strategies on Instagram. The more effective the promotional strategy used, the greater the opportunity for an increase in sales volume (Augustinah, Halim, et al., 2023). According to Rangkuti, sales increase is the rise in the total number of products or services successfully sold by a company within a certain period of time (Rangkuti, 2009). This can be measured both in terms of the quantity of units sold and the rupiah value of sales. This aligns with Christine that consistent branding and digital marketing strategies effectively increase sales and consumer loyalty for SMEs (Christine, 2025). According to Kotler and Keller, indicators of sales growth are (Kotler & Keller, 2016):

- a. Achieving Sales Volume, the ability of MSMEs to increase the number of products sold within a certain period.
- b. Generating Profit, an increase in net profit earned by MSMEs from sales.
- c. Supporting Company Growth, the contribution of increased sales to the development of MSMEs, both in terms of production capacity, number of customers, and market expansion.

### 2.4. Research Framework

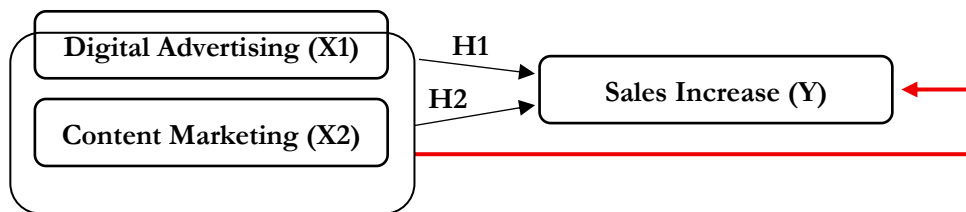


Figure 3. Research Framework

Description:

- : Describes the direct impact of each independent variable (X<sub>1</sub> and X<sub>2</sub>) on the dependent variable (Y).
- (red) : Tests the simultaneous effect of X<sub>1</sub> and X<sub>2</sub> on Y

### 2.5. Research Hypotheses

Based on the literature review and research framework, the hypotheses proposed are:

H<sub>1</sub>: Digital advertising has a positive and significant impact on increasing sales of MSME products on Instagram.

H<sub>2</sub>: Marketing content has a positive and significant impact on increasing sales of MSME products on Instagram.

H<sub>3</sub>: Digital advertising and marketing content simultaneously have a positive and significant impact on increasing sales of MSME products on Instagram.

## 3. Research Methodology

### 3.1. Type of Research

This study applies a quantitative approach using explanatory research, which is research intended to describe the causal relationship between independent and dependent variables through hypothesis testing. The quantitative approach was chosen because this study requires numerical measurement of variables and statistical analysis to test the effect of digital advertising (X<sub>1</sub>) and marketing content (X<sub>2</sub>) on sales growth (Y) of MSME products on the Instagram app.

### 3.2. Population and Sampel

The research population includes consumers who have experience purchasing MSME products through the Instagram platform. The sampling technique used is purposive sampling, which is the selection of participants based on specific criteria, including:

1. Have seen MSME digital advertising on Instagram.
2. Have interacted with or consumed MSME marketing content on Instagram.
3. Have purchased MSME products through Instagram in the last 6 months.

The sample size was determined using Cochran's formula with a 5% error tolerance level, resulting in a total of 96 respondents, as calculated using the following formula:

$$n = \frac{z^2 pq}{e^2}$$

Notes:

n = sample size used

z = 95% confidence level (z = 1.96)

e = margin of error of 10%

p = assumed true population proportion (0.5)

q = 1 – p (probability of error = 0.5)

Using the formula mentioned above, the subsequent calculation yields:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$$n = 96.04 = 96$$

### 3.3. Types and Sources of Data

This study utilizes primary and secondary data. Primary data was collected through an online questionnaire distributed to respondents who met the research criteria. Secondary data was obtained from literature, scientific journals, books, and official reports such as We Are Social, Kepios, and the Ministry of Micro, Small and Medium Enterprises.

### 3.3. Research Instruments

The measurement tool used in this study is a five-point Likert scale questionnaire (1 = Strongly Disagree to 5 = Strongly Agree), designed based on the indicators of each variable. The variables are Digital Advertising, Marketing Content, and Sales Increase.

### 3.4. Data Collection Techniques

The data collection process was carried out by distributing questionnaires online via Google Forms, which were disseminated through social media platforms and direct contact with potential respondents. In addition, a documentation study was conducted to obtain supporting secondary data.

### 3.4. Data Analysis Techniques

Data was processed using multiple linear regression analysis with the assistance of statistical software (SPSS or equivalent). The analysis process was carried out in several stages, namely:

- Validity and reliability tests to ensure the suitability of the research instruments.
- Classical assumption tests covering normality, multicollinearity, and heteroscedasticity.
- Application of multiple linear regression analysis to assess the effect of variables  $X_1$  and  $X_2$  on variable  $Y$ .
- T-test to measure the partial effect of each independent variable on the dependent variable.
- F-test to assess the simultaneous effect of both independent variables on the dependent variable.

## 4. Results and Discussion

### 4.1. Validity Test

Table 1. Validity Test Results

Variable	Question Items	$r_{count}$	$r_{table}$	Significance Value	Information
Digital Advertising ( $X_1$ )	X1.1	1,000	0,1689	0,000	Valid
	X1.2	0,808	0,1689	0,000	Valid
	X1.3	0,787	0,1689	0,000	Valid
Content Marketing ( $X_2$ )	X2.1	0,739	0,1689	0,000	Valid
	X2.2	0,686	0,1689	0,000	Valid
	X2.3	0,644	0,1689	0,000	Valid
	X2.4	0,661	0,1689	0,000	Valid
	X2.5	0,733	0,1689	0,000	Valid
Increased Sales ( $Y$ )	Y.1	0,747	0,1689	0,000	Valid
	Y.2	0,744	0,1689	0,000	Valid
	Y.3	0,679	0,1689	0,000	Valid

Data mining through validity testing shows a consistent pattern of correlation between each statement item and the variable it represents. All scores  $r_{hitung} > r_{table}$  are 0.1689, and the significance value is 0.000, which indicates a minimal chance of random correlation. This phenomenon confirms that each item of the instrument is able to represent the construct being measured consistently, making it suitable for retention in the next stage of analysis.

### 4.2. Reliability Test

**Table 2.** Results of Digital Advertising Reliability Testing

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.937	3

**Table 3.** Result of Content Marketing Reliability Testing

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.925	5

**Table 4.** Result of Sales Increase Reability Testing

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.933	3

The reliability test results show that all variables in this study have very high internal consistency. For the Digital Advertising variable (3 items), the Cronbach’s Alpha value was 0.933; for the Marketing Content variable (5 items), it was 0.925; and for the Sales Increase variable (3 items), it reached 0.937. All these values are > 0.60, which is generally used as the minimum benchmark. These findings indicate that all the questions resonate harmoniously with one another, enabling them to measure the same concept without producing differences in meaning among respondents.

### 4.3. Normality

**Table 5.** Normality Test Result

**One-Sample Kolmogorov-Smirnov Test**

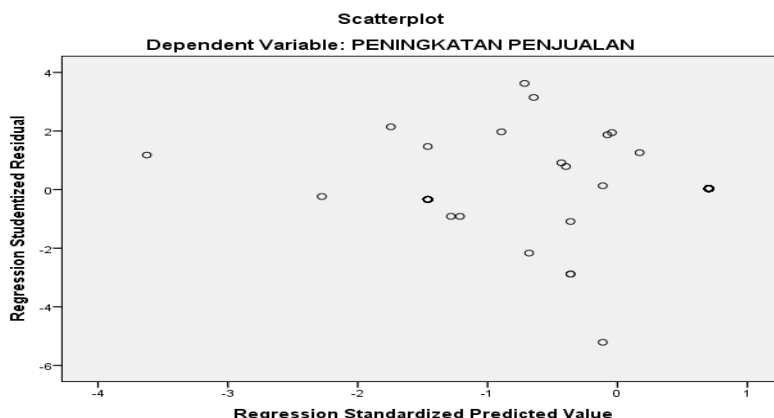
		Unstandardized Residual
N		96
Normal Parameters <sup>a, b</sup>	Mean	.8647104
	Std. Deviation	3.26857880
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.057
Test Statistic		.085
Asymp. Sig. (2-tailed)		.083 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The normality test using the One-Sample Kolmogorov-Smirnov method yielded a significance value of 0.083, exceeding the critical threshold of 0.05. This indicates that the distribution of residual data does not deviate significantly from the normal distribution pattern. Thus, the data is deemed to meet the normality assumption and is suitable for use in further parametric analysis without requiring transformation or distribution adjustment.

#### 4.4. Heteroscedasticity Test

**Table 6.** Heteroscedasticity Test Result



Based on the scatterplot, the residual points appear to be randomly scattered around the horizontal zero line and do not form a specific pattern. This condition confirms that the regression model meets the assumption of homoscedasticity, meaning there is no systematic relationship between the predicted values and the residuals. This indicates that the error variance is relatively constant across the entire range of predicted values, making the model reliable for further analysis.

#### 4.5. Multicollinearity Test

**Table 7.** Multicollinearity Test Result

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	IKLAN DIGITAL	.246	4.071
	KONTEN MARKETING	.246	4.071

a. Dependent Variable: PENINGKATAN PENJUALAN

Based on the results of the multicollinearity test, the Digital Advertising and Content Marketing variables have a Tolerance value of 0.246 and a VIF value of 4.071. A Tolerance value exceeding 0.10 and a VIF value below the 10 threshold indicate no significant multicollinearity between the two independent variables. Therefore, both can be included together in the regression model without the risk of estimation distortion due to overly high linear relationships.

#### 4.6. Multiple Linear Regression Test

**Table 8.** Multiple Linear Regression Test Result

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.994	.596		1.668	.099
	IKLAN DIGITAL	.321	.084	.319	3.843	.000
	KONTEN MARKETING	.367	.049	.627	7.559	.000

a. Dependent Variable: PENINGKATAN PENJUALAN

Place figures and tables at the top and bottom of columns. Avoid placing them in the middle of columns. Large figures and tables may span across both columns. Figure captions should be below the figures; table heads should appear above the tables. Insert figures and

tables after they are cited in the text. Use the abbreviation “Fig. 1”, even at the beginning of a sentence.

Based on value B (unstandardized regression coefficient):

$$Y=0.994+0.321X_1+0.367X_2$$

where:

- Y = Sales Increase
- X1 = Digital Advertising
- X2= Marketing Content

Interpretation of Coefficients

- (Constant) 0.994: If Digital Advertising and Content Marketing are zero, the estimated increase in sales is 0.994 units.
- Digital Advertising (0.321): An increase of one unit in the Digital Advertising variable is projected to increase sales by 0.321 units, provided that other variables remain constant.
- Content Marketing (0.367): An increase of one unit in Content Marketing is projected to increase sales by 0.367 units.

#### 4.7. Hypothesis Testing

Place figures and tables at the top and bottom of columns. Avoid placing them in the middle of columns. Large figures and tables may span across both columns. Figure captions should be below the figures; table heads should appear above the tables. Insert figures and tables after they are cited in the text. Use the abbreviation “Fig. 1”, even at the beginning of a sentence.

##### 4.7.1. Partial T-test

**Table 9.** Partial T-test Result

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.994	.596		1.668	.099
	IKLAN DIGITAL	.321	.084	.319	3.843	.000
	KONTEN MARKETING	.367	.049	.627	7.559	.000

a. Dependent Variable: PENINGKATAN PENJUALAN

##### Partial t-Test Results

- a. Based on the t-test table above, the calculated t-value for the Digital Advertising variable (X1) is 3.843 and for the Content Marketing variable (X2) is 7.559. Meanwhile, the t-table value with df (degrees of freedom) = 96 and a significance level of 0.05 is 1.661.
- b. Thus, the calculated t-value for the Digital Advertising variable (X1) is 3.843 > 1.661 and the significance level (Sig.) is 0.000 < 0.05, therefore, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, indicating that the Digital Advertising variable (X<sub>1</sub>) has a positive and significant partial effect on sales growth (Y).
- c. The t-value for the Content Marketing variable (X<sub>2</sub>) is 7.559 > 1.661 with a significance level of 0.000 < 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that the Content Marketing variable (X<sub>2</sub>) has a positive and significant partial effect on sales growth (Y).

#### 4.7.2. F Test (simultaneous)

**Table 10.** F Test (simultaneous)

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	158.838	2	79.419	249.092	.000 <sup>b</sup>
	Residual	29.652	93	.319		
	Total	188.490	95			

a. Dependent Variable: PENINGKATAN PENJUALAN

b. Predictors: (Constant), KONTEN MARKETING, IKLAN DIGITAL

The F test results in the ANOVA table show a calculated F value of 249.092 with a significance of 0.000. Because the calculated F is  $>$  F table and the significance is  $<$  0.05,  $H_0$  is rejected and  $H_a$  is accepted, which means that Digital Advertising and Content Marketing simultaneously have a positive and significant effect on sales growth.

#### 4.7.3. Coefficient of Determination ( $R^2$ ) Test

**Table 11.** Coefficient of Determination ( $R^2$ ) Test Result

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 <sup>a</sup>	.843	.839	.565

a. Predictors: (Constant), KONTEN MARKETING, IKLAN DIGITAL

b. Dependent Variable: PENINGKATAN PENJUALAN

The Model Summary results show  $R = 0.918$ , indicating a very strong relationship between Digital Advertising and Content Marketing and Sales Increase. An  $R^2$  of 0.843 means that 84.3% of the variation in Sales Increase is explained by the two independent variables, while the Adjusted  $R^2 = 0.839$  indicates the stability of the model without signs of overfitting. With a standard error of 0.565, this model is considered sufficiently accurate for predictions.

## 5. Conclusions

Targeted, creative, and credible digital advertising can increase the sales potential of SME products on Instagram, with brand awareness and credibility as key factors, along with effective management of irritation levels to maintain audience interest. Marketing content that emphasizes reader cognition (audience understanding), sharing motivation (the urge to share), persuasion, and effective decision-making influences purchasing decisions, reinforced by visual branding and storytelling support. Together, these two strategies contribute 84.3% to sales growth variation ( $R^2 = 0.843$ ) with a very strong relationship ( $R = 0.918$ ). Their synergy forms a complementary marketing approach—digital ads capture initial attention and expand reach, while content marketing builds closeness and trust that drive purchase conversions

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