



## **INCREASE SERVICE SALES TURNOVER THROUGH A DIGITAL MARKETING APPROACH: EFFECTIVE?**

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### **ABSTRACT**

The difference in turnover fluctuations with a tendency to decline in the last few sales periods is the basis for research in analyzing the effectiveness of the digital marketing approach. The role of digital marketing in increasing sales turnover of service products at PT Fokus Kualitas Utama places a new strategic decision when it is declared effective. The data studied in the form of observations of digital marketing platforms, and interview results from sources about the role of digital marketing to increase turnover of service companies. The results of this study are based on observations of data on the use of digital marketing and use quantitative research methods that are collaborated with data validation of findings in the field from interviews and observation of documentation. The use of the t-test or paired-sample test in this study is intended as an effort for researchers to determine the level of change in turnover from the results of comparing the use of digital marketing approaches with conventional approaches with data sources from the same subject. The results of this study conclude that the roles and benefits obtained when using digital marketing effectively make it easier to expand interactions which are an opportunity to increase service sales turnover at PT. Fokus Kualitas Utama.

**Keywords:** Digital Marketing Approach, Service Sales, Turnover

### **A. INTRODUCTION**

In today's digital era, a world accompanied by the rapid development of information technology makes the Internet one of the communication and information technologies that are a source of human needs today. The impact of the need to use the Internet cannot be separated from the business side which is used to market products and services from all sectors in online form. Competitors in the business world Zaman & Pratama, (2023) are a reason for business people to make their products and services superior to their competitors.

The wider competition causes there to be a marketing strategy that can keep the business growing. To be successful, PT Fokus Kualitas Utama must do its job in satisfying target clients more than its competitors. PT Fokus Kualitas Utama is a business consulting company engaged in service delivery. So, the right marketing strategy is digital marketing which plays a very important role in increasing sales turnover. By relying on social media, namely Instagram, SEO, Website, Facebook and Facebook Ads, from Kurniawati, Nuryadi, Anisa, Arifin, & Pratama, (2024) companies can more easily reach and reap clients from various circles and from various places. An unstable increase in turnover is often an obstacle in managing company finances and employees. This will also have an impact on employee interest in doing their work because they feel the opinions they get are also not suitable. Causing PT Fokus Kualitas Utama to take immediate action in handling the ups and downs of company turnover.

Here we emphasize more on digital marketing, because in this modern era there are so many opportunities to get clients and increase sales turnover through social media networks, and of course it will be less costly because it is cheaper, more practical and faster. Efforts to increase company turnover in this modern era Anandah Amirah, (2023) do require a very mature strategy because there will be many competitors out there who also want to get clients and turnover that remains stable for the financial smooth running of the company and its employees.

From the background above, therefore, this time I would like to take the research title "Effectiveness of Digital Marketing Approaches in Efforts to Increase Service Sales Turnover". This research will be important so that companies can find the right segmentation of potential customers by looking at the behavior of potential customers. The advantage is as a material to determine the content that suits the segmentation. Service companies will focus on buyers who are in accordance with market segmentation.

## **B. LITERATURE REVIEW**

### **Digital Marketing**

Digital marketing according to Tarigan & Sanjaya, (2013) says that Digital marketing is a marketing activity including branding that uses various media. For example, blogs, websites, e-mail, adwords, and various kinds of social media networks.

Meanwhile, according to Kleindl, Brad. And Burrow, (2004) expressed his opinion that Digital marketing is a process of planning and implementing concepts, ideas, prices, promotion and distribution. In simple terms, it can be interpreted as building and maintaining mutually beneficial relationships between consumers and producers.

Digital marketing encompasses the realm of product recognition that identifies a manufacturer's offer to buyers. Brand promotion according to Pratama & Muhlisin, (2023) can also have a correlation with prospective customers. In particular, when the prospective customer finally has their own trust in a product. Potential customers with access capabilities use the internet and other forms of digital communication when making transaction decisions. This includes not only email, social media, and web-based advertising, but also text messaging and multimedia as marketing channels.

The author concludes that Digital marketing is a strategy or method that uses the development of the digital world to carry out promotion, marketing or branding as the maintenance of mutually beneficial relationships between consumers and producers.

### **Service Sales Turnover**

The definition of sales turnover according to Pratama & Muhlisin, (2023) is the amount of sales (merchandise), sales turnover is the total amount of sales of goods / services from the company's profit and loss statement (operating report) during a certain sales period. From the above definition, it can be stated that what is meant by sales turnover is the total amount of goods and services calculated based on the total net profit from the company's profit and loss statement (operating statement) during a selling period.

Turnover is the amount of money from the sale of certain goods / services during the selling period, according to Dictionary Compilation Team of the Department of Language Development and Development Center, (1990). Support is shown from Soemarso, (2009) suggests that the definition of sales is the amount charged to the buyer for the merchandise delivered is the revenue of the company concerned. Meanwhile, according to Zeithaml & Bitner, (2002) services are actions, processes and performances that include all economic activities when output, not tangible products are produced and consumed at that time by consumers.

From the above understanding, it can be concluded that sales turnover is the amount of goods received by the buyer with the amount of money given to the seller in accordance with the mutual agreement.

Here are some ways to increase service sales turnover that the author has summarized, among others:

1. Expanding business targets
2. Do market research every month
3. Maintain relationships with clients
4. Always add value with competitors

5. Promote on online media  
According to Keller, (2013) the acquisition of a high increase in turnover will be fulfilled if:
  1. Forces from outside the company can provide benefits.
  2. The average company performance has increased every period of time.
  3. Each sales turnover has not decreased.
  4. Each company's turnover increases according to the number of customers / clients.
  5. Not affected by factors that are less comparative in influencing the sales turnover received.

### C. RESEARCH METHOD

#### Types of research

In the research, the author uses descriptive quantitative research oriented to research that produces inferred data strengthened by validation obtained from people who are the object of research in the form of behavior, words, writings or images that can be observed. This research is carried out systematically and structurally which has a use in producing conclusions as a final result and in which there are procedures for conducting effectiveness tests on the object under study. (Arifin, Pratama, & Utomo, 2023)

#### Data source

Based on the source, the data used by the authors in this study are primary data and secondary data. Where primary data is data obtained from questionnaires and documentation data with related parties from PT. Fokus Kualitas Utama. Meanwhile, secondary data is obtained from the findings of the recapitulation of the use of social media accounts and the website of PT. Fokus Kalitas Utama. In this study, the data needed is in the form of direct information about the company or data that occurs in the research field obtained from observation.

1. Source person

The sources in this research are from the finance division and the Digital marketing division who have worked in this company since the company was founded. Information from this source is very important, because he not only provides information but he himself carries out the task. Thus, the information that researchers obtain can be considered accurate

2. Social media accounts and website

Researchers were given the opportunity to examine several social media accounts that they used in the process of using Digital marketing strategies. The author also took some pictures to support the presentation and discussion process.

#### Data analysis technique

In this study, data analysis used data reduction techniques, namely summarizing, selecting, and focusing on important things. The second is the data presentation technique which is presented in the form of brief descriptions, flowchart charts and tables. The last is the conclusion and verification technique, Sugiyono, (2017) which is the last step after reducing the data and presenting the data. Data analysis using reduction techniques is aimed at researchers in conducting deep analysis. This is shown to validate the findings of the effectiveness of increasing profits when using digital marketing or conventional marketing.

### D. RESEARCH RESULTS AND DISCUSSION

PT. Fokus Kualitas Utama or also known as Improvement Focus is a business consulting, employee training, coaching agency that focuses on increasing company productivity that was established in January 2012. As an employee training service, PT Fokus Kualitas Utama has a

vision to be a trusted partner in increasing company productivity in making changes in the field and employee development.

The employee training and development program Khotimah, Anisa, Pratama, & Arifin, (2021) provided by Improvement Focus connects soft skills and hard skills at once. The results of the training can be directly applied in the company and make a difference. As an employee training consultant service, of course we have the types of training for employees in our company including: *Lean Management, Basic 5R(5S), Lean SixSigma, Lean Leadership, TPM (Total Productive Maintenance), Warehouse Management, Effective Problem Solving, Public Training, Outbond Training, Team Building, Motivation Training, Lean for Service, Supply Chain Management, Leader Academy, Service Excellent for Customer Satisfaction, Overseas Training (Japan), and Adventure Camp Training.*

However, what the author will examine here is the acquisition of turnover in the type of public training or seminars that use and rely more on digital marketing to increase turnover and company branding. (Pratama & Muhlisin, 2023)

### Research results

According to the author's analysis, the benefits of using digital marketing strategies in an effort to increase service sales turnover are to make it easier for company owners to interact directly with clients through social media, expand the target market in the distribution of service product sales and increase sales as well as company turnover. Therefore, several interviews have been collected from the company from PT. Fokus Kualitas Utama regarding how the turnover was before and after using the digital marketing strategy.

The result of the interview was a fairly large increase in turnover after using the digital marketing strategy compared to the previous one which still used the marketing method. The following authors will present a comparison table before and after using the digital marketing strategy from PT. Fokus Kualitas Utama.

**Table 1. Comparison Table of Digital Marketing Approach with Conventional Approach**

Object	Not Using Digital Marketing	Have Used Digital marketing
<b>Time</b>	It takes a long time to prospect to other targets/companies	The time required is short and therefore efficient
<b>Cost</b>	Requires higher costs due to meeting the client directly	Expenses can be set to minimum / max depending on needs
<b>Reach</b>	Not very extensive because we don't use social media	Become very broad by utilizing social media
<b>Turnover</b>	Still low due to less extensive coverage (around 50-55%)	Turnover surged due to wider client reach (already around 80-90%)

Then, not only a comparison table in the form of objects, but the author will also present a comparison table for the acquisition of turnover for 2 years, namely before and after using the digital marketing strategy.

Year Period	Seminar Procurement/Monthly Turnover	Seminar Turnover / Month	1 Year Turnover
2017	2 times @4.500.000	9.000.000	108.000.000
2020	3 times @5.000.000	15.000.000	180.000.000

**Table 2. Turnover Comparison Data**

Notes: \* figures in rupiah

\*The above turnover is calculated based on the average monthly turnover.

So, based on the turnover table 2, it is known that the turnover has increased quite a lot. In 2017, where the company had not used the Digital marketing strategy, the turnover of the seminar event was still at Rp4,500,000 for the turnover of one event with a monthly turnover of Rp9,000,000. And it is still held 2 times a month with few enthusiasts. Meanwhile, in 2020, this is the peak of the seminar event turnover after using the Digital marketing strategy. The company's turnover can reach IDR15,000,000 in 1 month for 3 seminar events. There are also many new enthusiasts who are interested in the company's seminar content and events. From here the company has started to find a groove in making sales in the digital era. Turnover in 2020 has managed to cover the financial shortfall and get a profit, as well as returning capital in advertising and other marketing costs such as from Facebook ads, Instagram and paid promotions. Whereas in 2017, it was only enough to return capital in terms of seminar event marketing costs.

However, researchers did not stop at the presentation of the documentation data available at PT. Fokus Kualitas Utama in presenting the results of the turnover received. Researchers followed up on the data obtained by conducting the Paired Samples Test. Researchers are led Pratama, Sakti, & Listiadi, (2022) to obtain two different types of data from paired sample groups. The type of data referred to in this analysis refers to the provision of digital marketing treatment in getting a higher onset. Classification of the significance of the effect of increasing turnover received in one sales period can be seen from the value of each turnover acquisition data before and after using digital marketing. This value can find the conclusion that sales that utilize digital marketing can have an effective impact or not through the paired sample t-test. The following are the results of data processing through the paired sample t-test:

**Table 3. Paired Sample Test of Digital and Conventional Marketing Approaches**

		Paired Samples Test					t	df	Sig. (2-tailed)
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	PREEKS - POSTEKS	-37.500	6.786	1.517	-40.676	-34.324	-24.713	19	.000
Pair 2	PREKON - POSTKON	-32.250	10.062	2.250	-36.959	-27.541	-14.333	19	.000

Through the results of data processing of paired sample tests in table 3., it is stated that the p-value both when digital marketing treatment is applied and conventional marketing is 0.000 which means  $<0.05$ . So that the increase in understanding in both marketing approaches has increased equally significantly to increase turnover despite the difference in marketing approaches using digital and conventional marketing. (Nuryadi et al., 2023)

However, the findings obtained in the analysis in table 2 are the basis for findings in the field if the difference in the increase in turnover when using digital marketing will be higher than the increase in turnover with a conventional approach. This explains that Ariyani et al., (2022) any approach to marketing triggers a better increase in turnover. However, the increase in turnover through the digital marketing approach has a more dominant value.

## Discussion

From the research with the interview method above, the results obtained from the benefits and role of the Digital marketing strategy in increasing sales turnover at PT. Fokus Kualitas Utama. To answer what is the role of Digital marketing in increasing company turnover, observation instruments are used to support the results of the interviews above.

1. SEO (Search Engine Machine) is an effort to optimize websites to get top rankings in Google search results. Search engines also use certain algorithms to sort websites based on rankings. So, PT. Fokus Kualitas Utama tries to raise the website to the top rank so that social media users find it easier. This is certainly very instrumental in attracting turnover from clients who are interested in getting the services provided by the company.
2. Website, this is a collection of pages that can be accessed by the public. The goal is to put information about the company so that people can more easily contact the company. This website is also filled with what service programs they use, especially seminar events. Inside there is also information about the company, place and telephone number listed.
3. Instagram, this is also very important in helping to increase people's interest in using the company's services, especially by making the feed posts tidier. It will make it easier for people to get information. The Digital marketing team will also think about how the concept of posts in accordance with the company's theme. So that in addition to getting information on service products, people will also be entertained by Instagram account posts.
4. Facebook, this also aims to attract people and targets to be interested in the service products provided. Currently, there are quite a lot of Facebook users, as reported by Internetworldstats data, Facebook users in Indonesia reached 175.3 million at the end of March 2021. This figure is equivalent to 63.4% of the total population of 276.36 million people or 82% of internet users in the country. This is an opportunity for Digital marketing targets to reap turnover from here.
5. Facebook Ads, this aims to reach people out there so that they get information from service companies and what goods and products have been circulating. Because these Ads can be set to determine the location of distribution and the trajectory of the age determined by the company, this method is quite efficient to get turnover.

Based on the discussion above, it is very true that the role of digital marketing has a very positive impact on the increase in company turnover, by utilizing platforms on social media wisely and maximally, it will bring good benefits and good feedback from people.

## E. CONCLUSIONS AND SUGGESTIONS

### Conclusion

From the results of the explanation and discussion above, the role of digital marketing here for the company has had a very positive impact over the past 2 years at PT Fokus Kualitas Utama. Not to forget, the company's turnover has increased by 30-40% by using Digital marketing strategies. The role of digital marketing is also able to increase the popularity of the company to be better known by people throughout Indonesia. Digital marketing can build, improve, and maintain business reputation online, across all digital platforms. So, although conventional marketing can also increase the number of sales, digital marketing offers other values for producers and consumers when implemented.

### Suggestion

Increased competition means that there must be a marketing strategy that can keep the business growing. To be successful, PT Fokus Kualitas Utama must do its job in satisfying target clients more than its competitors. Competitors in the business world are a reason for business people to make their products and services superior to their competitors.

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