

# The Influence of Digital Marketing on the Sales Level of DSME Engineering Sdn Bhd And The Asher Towards Green & Zero Energy in Malaysia and Indonesia

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## ABSTRACT

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The marketing strategy that is seen as effective in today's era, where technology is increasingly developing and individuals cannot be separated from the use of the internet is digital marketing. So that DSME Engineering Sdn Bhd and asher with their products bring brand awareness go green and zero energy utilizing digital marketing by utilizing social media platforms, search engine optimization (SEO), digital advertising/adword and content creator creation to develop the marketing of their products in Malaysia and Indonesia. The research method used is a quantitative design with a statistical test measuring the relationship between digital marketing strategy and sales rate. The results of the study show that digital marketing has a significant influence on increasing sales, with an R-Square value of 37.8%. Among the various digital marketing strategies analyzed, digital content creation had the greatest influence on sales increase with a correlation value of 0.863, followed by SEO (0.854), AdWords (0.841), and social media (0.627). The results of the study found that an effective digital marketing strategy can increase the company's competitiveness and attract many potential customers. Therefore, companies need to prioritize the use of digital marketing if they want sales performance to improve, and digital marketing platforms can create high-quality content that is able to create communication with potential customers. By understanding the most influential factors, DSME Engineering Sdn Bhd and The Asher can develop more effective marketing strategies to expand their market reach in the green energy sector.

**Keywords:** Digital Marketing, Sales, SEO, Digital Content, Digital Advertising, Social Media, Green Energy

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## 1. Introduction

DSME Engineering Sdn Bhd and The Asher, as a company that focuses on green & zero energy solutions, in the era of digital technology face challenges in the development of digital technology that have brought significant changes in the development of product marketing. Facing this era, DSME has made a new breakthrough in marketing strategy, namely the use of digital marketing. Digital marketing is a very effective tool in influencing consumer behavior that ends in a purchase [1]. Digital marketing can utilize various digital platform tools, so DSME Engineering needs to understand marketing strategies that are in accordance with market preferences in Indonesia and Malaysia to develop DSME Engineering product sales [2]. Digital marketing strategies help businesses reach a wider range of marketing, branding and products known to the wider public, so that they can increase product sales rates. In addition, digital marketing is able to create stronger customer relationships, as a strategy to increase sales [3], [4], [5]. The challenge faced by DSME Engineering Sdn Bhd in developing a

marketing strategy is to play a promotional tool by using digital marketing in educating the public to convey the sustainability value and positive impact of green technology to the community [6], [7].

The use of digital marketing is the impact of digital transformation, so that it can use a platform that is adjusted to the character of the product being marketed, which offers opportunities for growing interaction with customers that lead to sales. This is a significant opportunity in business [7]. This digital marketing strategy can involve various approaches such as the use of Google Ads (AdWords) to reach the target market directly through paid search; collaboration with content creators to create authentic narratives that attract the public's attention; the implementation of Search Engine Optimization (SEO) to improve organic search rankings in search engines; and the use of social media to build engagement and two-way communication with consumers [5].

Although digital offers a wide range of opportunities, its implementation also presents various challenges, especially in terms of competition [8], changes in the algorithm of digital platforms, as well as ever-evolving customer references without limits of confidentiality. [9]. In addition, DSME Engineering Sdn Bhd and The Asher's product industry is a crucial aspect, because there are still many customers who do not fully understand the benefits of Green & Zero Energy solutions. Therefore, companies need to adopt a marketing approach that is not only promotion-oriented, but also focuses on educating and delivering product value to consumers.

Moreover, the effectiveness of digital marketing strategies in increasing sales in green technology-based companies still needs to be further researched. Each approach has its advantages and limitations, and must be adapted to the characteristics of the local market, both in Malaysia and Indonesia. For example, the effectiveness of SEO and Google Ads may be higher in big cities with strong internet penetration, while the role of content creators and social media could be more dominant in shaping public perception in younger segments.

DSME Engineering's product sales strategy adopts digital sales techniques, supported by a positive sales climate and effective marketing-sales collaboration, increasing the effectiveness in DSME Engineering's product marketing development, thereby encouraging an increase in product sales levels [10]. Digital marketing for DSME Engineering products is seen as very important, being able to navigate sales dynamics in a seamless market [11], And considering that consumer behavior today is influenced by developing technology, where individuals cannot be separated from the internet [12], [13]

This research focuses on analyzing the influence of digital marketing on the sales level of DSME Engineering Sdn Bhd and The Asher in Malaysia and Indonesia, as well as identifying the most effective digital marketing strategies to increase brand awareness and attractiveness of green energy-based products. Remembering, digital marketing has a greater impact on consumer purchasing behavior compared to traditional marketing, with the advantage of digital marketing being able to create personalized and direct communication with consumers, thus directly influencing purchasing decisions [14]. By understanding effective digital strategies, companies can develop more optimal strategies to achieve business targets, increasing their growing competitiveness.

## **2. Literature Review**

### **2.1 Digital Marketing**

Digital marketing is the promotion of products or services using digital technology, such as the internet and electronic devices [15]. Digital marketing strategies using digital platforms, can take advantage of social media, search engines optimization or SEO, paid advertising on the internet, or use content creators or influencers [1], [2]. In the application, digital marketing tools that can be used are smartphones, tablets and smart TVs by utilizing social media, search engines and web sites [9]. Capturing and analyzing data from various sources to tailor marketing strategies, digital technologies using technologies such as AI, big data, blockchain, and analytics can improve marketing efforts to achieve sales performance [16].

The advantages of using digital marketing are that digital marketing can save promotion costs but provide a competitive advantage to business competition in penetrating the market [8]. In addition to

costs, the targeted consumer account is getting wider, because by using digital marketing, it allows communication with potential consumers without time and distance limits [17]. In the result measurement factor, using digital marketing is able to track the development of marketing campaigns which are automatically documented by the system [18].

The development of technology offers companies a trend and technique in digital marketing, first by utilizing social media, it is the main trend that allows companies to interact with consumers because currently almost 90% of individuals cannot be separated from the use of social media to interact with friends or business relationships without a distance limit, so with this social media, Companies can build brand loyalty or brand branding [19]. The second trend is to take advantage of the creation of creator trends by involving targets, by containing product sales materials with the aim of attracting buyers. In the cultivation of this content material, it can recruit influencers to use their follower as the target market for products [20]. The third trend, Building a web site with an attractive landscape. In this case, it can leverage advanced analytics, AI, and big data to optimize marketing. For time efficiency, you can use paid or natural ads on the web site platform, with the aim of penetrating search engines with visibility to attract more visits to the target so that the promotion is conveyed [9], [7], [15]

The impact of digital marketing can significantly affect consumer purchasing behavior with emerging trends such as visual search and interactive marketing able to build consumer interaction with product branding [21], [22]. In addition to the significant impact, digital marketing faces challenges in a highly competitive digital space, being highly competitive so that it requires new innovations all the time, and often misuse of data considering that with digital marketing privacy issues cannot be avoided [9], [8].

## 2.2 Sales Level

The basic aspect of marketing management, which is the foundation of the company is sales [23]. Marketing with a focus on generating transactions and product promotion to consumers has a concept of focusing on suppressing sales transactions with strong promotional stimuli according to the type of product offered [24]. Aggressive sales tactics, often used for products that are long-term use, and not used directly by consumers. Sales are also described as the process of helping companies clear excess inventory and have evolved to assume repeat purchases even if potential buyers regret it [25].

The concept of sales is a transfer of position, from producer to consumer, and occurs after a sales promotion process as a strategy to efficiently reach end users of products [20]. Sales promotion can use discount, voucher, or loyalty bonus techniques so that it has an impact on positively influencing consumer diamond behavior [26].

The difference between the concept of marketing and sales, marketing focuses on preparing consumer needs with products that can satisfy consumers, while sales focus on consumers to use or buy products that are believed to be needed and in accordance with expectations, both quality and product brands [27].

Sales can be done with a modern approach or sales management strategy, sales with a pre-order system, the advantages of this system, can reduce excessive production in achieving high profits with limited capital [28], [29]. Offering a product with the probability of receiving one of several items, creating a new type of buyer uncertainty and market segmentation [30], [31] Finally, Sales level is the result of the sale of a product includes the results of a sales strategy to promote the product effectively, and integrates traditional sales techniques with modern approaches and digital strategies to meet consumer needs [32].

## 3. Hypotheses and Research Conceptual Model

Digital marketing has a significant impact on product sales, and digital marketing strategies that can be used are social media marketing, search engine optimization with SEO, and using influencer services, all of which can increase brand awareness, customer engagement, and ultimately sales performance. With digital marketers, it is able to create two-way communication between products and consumers, and drive purchasing decision behavior [4], [5], [6], [7]. So the hypothesis in this study is:

H<sub>0</sub> = no influence of digital marketing on the sales level of DSME Engineering Sdn Bhd and The Asher towards Green Energy in Malaysia and Indonesia

Ha = There is an influence of digital marketing on the sales level of DSME Engineering Sdn Bhd and The Asher towards Green Energy in Malaysia and Indonesia.

The following research model, where digital marketing to selles level product of DSME Engineering Sdn Bhd Dan The Asher toward Green Energy in Malaysia and Indonesia, based on the premise of the research gap in light of the theoretical analyses presented and the suggested hypotheses. This model is shown in Figure:

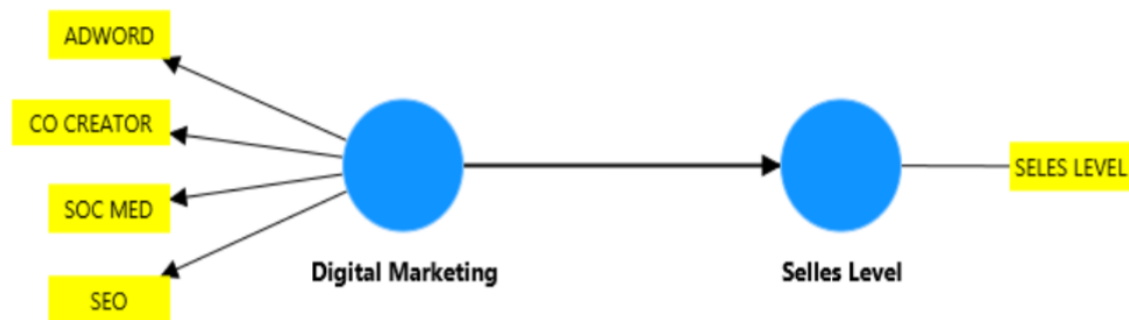


Figure 1. Conceptualized model

#### 4. Method

##### 4.1. Research Design

The research was carried out using a quantitative research design, this research design used numerical data collected based on the results of the questionnaire distribution. The questionnaire is organized by the variables tested to explain the relationship between the variables [33]. In this study, the variable is digital marketing as variable dependent, and selles level as variable independent [34].

##### 4.2. Population and Sample

The entire research subject that became the population was the entire target market of DSME Engineering asher products located in two countries, Malaysia and Indonesia which had characteristics [35]. Sampling uses probability sampling, which is a simple random sampling method for target product users located in eight regions of Malaysia and four regions of Indonesia, so that the total sample is 285 people/sample [36], [37], [38]

##### 4.3. Analysis Techniques

The analysis technique uses a structural equation model (SEM), which tests the causal relationship of variables [39] [40] between digital marketing with adword measurement, content creator, social media, and SEO on search engines with variable levels. Analysis develops a structural model or describes relationships based on the substance of the theory, and then designs a measurement model or defines relationships between variables. The measurement of this model, looking at the results of the analysis with the value of the estimated weight, the estimated path, the average parameters, the relevance Q2, and the hypothesis test ( $\beta$ ,  $\gamma$ , and  $\lambda$ ) [41].

#### 5. Results

Based on the results of the respondents' characteristics, the majority of respondents were aged 20-39 years (58.94%), while based on education, the majority of S1 respondents were 64 people (68.10%). In the second stage of testing, namely bivariate testing, Chi Square test was used with a significance level of  $\alpha = 5\%$  and the results for each variable showed a Pvalue of  $> 0.005$ . This shows that the research variables are not related to the characteristics of the respondent [38]

The next stage after the data validation test, the hypothesis test with two measurements in the results:

Table 1. Data outer Loading

Indicator	Outer Loading	Note
Adword <- digital marketing	0,841	Significant
Co creator <- digital marketing	0,863	Significant
Seles level <- selles level	1,000	Significant
Seo <- digital marketing	0,854	Significant
Soc med <- digital marketing	0,627	Significant

In addition to looking at the results of the outer loading value, other validity tests use convergent validity and crisminant validity tests. The result of the convergent validity test is the AVE value, which is declared valid if the AVE value is greater than 0.50 [42], and the result of the Convergent Validity Digital Marketing test with a level of seles level is 0.644, so this test is declared valid.

The results of the discriminant validity test are carried out to measure the extent to which a construct (latent variable) differs from other constructs in the model. In other words, this test ensures that the indicators used to measure a construct are not too correlated with other construct indicators. Results can be seen:

Table 2. Data Cross Loading

	Digital Marketing	Selles Level
Adword	0,841	0,427
Content creator	0,863	0,515
Seles level	0,615	1,000
SEO	0,854	0,448
Soc med	0,627	0,538

The reliability test uses construct reability, this test can be seen from the output results of composite reliability or Cronbach's Alpha. The criterion for being reliable is a composite reliability or Cronbach's Alpha value of more than 0.70 [43]. test results can be seen:

Table 3. Validation Test

	Composite Reability	Alpha Cronbach
Digital marketing	0,809	0,805

The results of the above construct reability test can be obtained with a composite reability value of 0.809 and Cronbach's alpha 0.805, this value is greater than 0.70 so it is declared reable. R-Square (R<sup>2</sup>). The R-Square value = 0.378, shows that 37.85 variations in sales rates can be explained by the digital marketing strategy applied, the rest are other factors that are not included in this study.

Hypothesis. There are five hypotheses proposed in this research, based on the test results, each hypothesis testing value for this research can be shown in Table 4



Table 4 Hypothesis test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Value
Digital Marketing -> Selles Level	0,615	0,616	0,037	16,757	0,000

Testing the hypothesis of the influence between digital marketing and the sales rate of DSME Engineering Sdn Bhd and The Asher towards Green Energy in Malaysia and Indonesia, has been proven by obtaining a p=value value of 0.000. The significance value of the relationship between digital marketing and the level of difference is 0.615 or 61.5%. The interpretation of these results shows that digital marketing strategies have a significant influence on increasing sales. Notably, digital content creation (Content Creator) is the main factor driving sales, followed by SEO strategies and paid advertising such as AdWords. The use of social media is also important, but its contribution is lower than other methods.

## 6. Discussion

Digital marketing significantly affects the sales level, with a p=value value of 0.000, and the significance value of the relationship between digital marketing and the level of setrap is 0.615 or 61.5%. Digital marketing affects sales rates, based on the theory that digital marketers influence consumer purchasing behavior, resulting in increased sales. The influence of internet marketing on consumer purchasing behavior, due to the wide reach and accessibility of the internet, which allows consumers to easily find and buy products according to their needs [44]. The results of the study revealed that the R-Square value was 37.8%, meaning that almost 40% of the variation in sales increase was explained by the digital marketing implemented by the company. This shows that digital marketing has a considerable role in increasing the competitiveness and sales of companies in the digital era. And the digital marketing strategies tested in this study are social media platforms, the application of paid advertising on search engines/adword, creator content creation, and website optimization with SEO. Digital marketing strategies, increase customer interaction and engagement, which in turn drives purchasing behavior, especially when the company is able to create a strong digital marketing campaign, leading to higher sales [45].

Among the four digital marketing strategies tested, digital content creation (content creator) showed the most dominant influence on sales increase with a correlation of 0.863. This indicates that customers are more likely to be interested in and engaged with companies that provide relevant, informative, and engaging content. In addition, with digital content, it can build consumer trust and interest [46]. Effective digital content builds customer trust and increases brand loyalty [47]. With interesting content, it can offer products with probability, meaning creating new market segmentation every day [30], [31]

In addition, other strategies such as SEO (0.854) and Adword (0.841) also have a great contribution in increasing sales. Good SEO allows companies to appear in the top rankings of Google searches, which has an impact on increased traffic to the website and higher sales conversions. Meanwhile, the use of paid advertising through Google AdWords allows companies to target potential customers more precisely and increase the effectiveness of marketing campaigns.

Digital ad creation often leads to a purchase [48]. Meanwhile, the use of social media (0.627) although the contribution is lower than other strategies, still affects sales. Social media is an effective tool in increasing awareness and shaping consumer behavior. Social media provides space for advertising, product promotion as well as space for consumer interaction, thus impacting purchasing decisions. With social media, individuals get information about products in comfortable conditions so that they can follow indefinitely [49], [1]

Finally, The findings in this study are, that in the context of digital marketing for go green branding products, namely DSME Engineering Sdn Bhd and The Asher products in Indonesia and Malaysia, companies need to prioritize content-based marketing strategies, optimize SEO, and utilize digital advertising effectively. By allocating resources to the strategies that have the greatest impact, companies can improve digital marketing efficiency and achieve more optimal sales targets. This is in view of the shift in the digital era, having an impact on consumers choosing online shopping over traditional ones, so that consumers rely on digital platforms for their purchasing needs, making digital marketing an important tool for businesses to reach marketing targets [12].

## 7. Conclusion

Digital marketing has a significant influence on the sales level of DSME Engineering Sdn Bhd and The Asher in Malaysia and Indonesia. The results of the analysis show that 37.8% of the variation in sales rate can be explained by the digital marketing strategy implemented, with the dominant contributing factors being digital content creation (0.863), SEO (0.854), and digital advertising (0.841). Meanwhile, the use of social media also had a positive effect (0.627), although the contribution was relatively lower than other strategies.

From these findings, it can be concluded that companies that want to increase sales through digital marketing need to focus on producing high-quality content that is educational and engaging, optimizing SEO strategies to make them easier to find on search engines, and utilizing digital advertising effectively to reach a wider target market. Additionally, even though social media has a lower contribution, the platform still plays an important role in building brand awareness and interaction with customers.

### 7.1 Implikasi

Companies can invest in optimizing digital content according to products with brands go green and zero energy more efficiently and in accordance with the trends that are developing at that time. SEO strategies can also be developed more strongly and ensure that the company's website is well maintained. The use of social media remains an important tool to build brand awareness and customer loyalty. DSME Engineering Sdn Bhd and The Asher can leverage the results of this research to develop a more effective marketing strategy. By focusing on creating relevant content, strong SEO, and the use of targeted digital advertising, companies can increase sales and expand markets in Malaysia and Indonesia. In addition, they need to continue to adapt their digital marketing strategies to market trends and evolving consumer preferences.

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