THE INFLUENCE OF DIGITAL MARKETING ON SALES RESULTS OF TRADITIONAL TRADERS AT HORAS TAX PEMATANGSIANTAR CITY

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Abstract
Objective from study This is For know is There is the influence of digital marketing on results sale trader traditional in Pematangsiantar horas tax . Method research used _ is approach quantitative with questionnaires and manage data using SPSS. Results analysis regression linear simple showing that influential digital marketing variables positive and significant to results sales .

Keywords : _ Digital Marketing, Sales Results , Merchants Traditional

INTRODUCTION

Marketing media Which moment This currently Lots of interest to the public For support various activity done _ is *digital marketing* . Society bit by bit start leaving the marketing model conventional or traditional and switching to modern marketing . Lifestyle _ consumer start changed from pattern think shopping before _ buy goods come to market or the shop direct , however Now public more choose For decide shop goods in a manner *online* or through *marketplace.* Change style life in shopping in the *digital marketing era* be one _ reason descent purchases in traditional markets especially in Pematangsiantar Horas Tax . reduction buyers make income seller decreased . This is because rampant competitor in *digital marketing* that way sales more sophisticated . From the results observation so found gaps contained in the Horas Pematangsiantar Tax that is **Influence *Digital Marketing* Against Sales Results Trader Traditional in Pematangsiantar Horas Tax .**

LITERATURE REVIEWS

According to journal cited by Chaffey & Chadwick (2012), *digital marketing* interpreted as Internet applications and related digital technologies with marketing traditional For reach objective marketing .

According to Moekijat in Widharta and Sugiharto (2013:2), sales is something intended activities _ For look for buying , influencing and giving instructions for buyers can adapt his needs with product offered _ as well as stage agreement about favorable price _ for second split party .

Wicaksono et al . (2011), traditional market is place meet him seller and buyer as well as be marked with exists transaction seller buyer in a manner direct , building usually

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consists from stalls or booths , booths and grounds opened by the seller _ nor something market manager .

Figure 1. Framework Thoughts
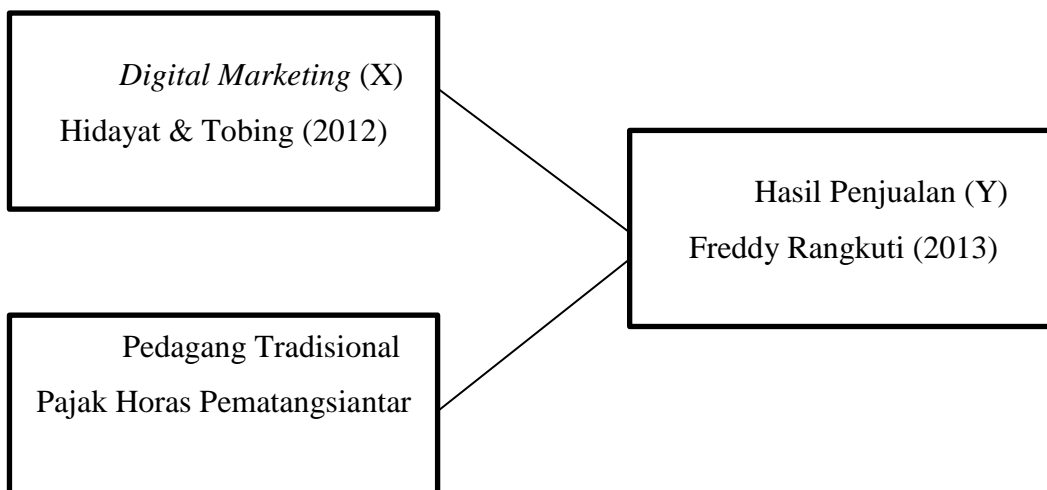
Deep thinking framework study This *digital marketing* is as variable free or variable independent (X) and results sale is as variable bound or variable dependent (Y). On the other hand *digital marketing* influential to results sales of traders resulting tradition _ income trader become reduce Because lately This public more interested shop in a manner *on line* than shop in a manner directly in the traditional market . However marketing traditional not will so just is lost although digitization dominate . Consumer will still need the traditional way Because personal connection is needed in trade .

The hypothesis is taken writer is as following :

H0 = meaning *digital marketing* No influential to results sale trader traditional .

H1 = meaning *digital marketing* influential to results sale trader traditional .

RESEARCH METHOD

design _ research used _ in study This is study literature and research field . Population in study This is whole Trader Traditional Horas Pematangsiantar tax totaling 3500 traders . Sample in study This amount 98 respondents . Retrieval technique sample use formula slovin with use level error 10% . Retrieval technique sample used _ in study This is *non-probability sampling* that is No all individual or element in population obtain equal opportunities _ For made sample . Whereas method taking sample use technique *accidental sampling* imposed on accidental individuals _ found or who can found just investigated . _

Research time held start from month June 2021 to _ with finished arranged study this . Research Locations conducted at the Traditional Market Horas Pematangsiantar Tax , Jalan Thamrin No. 6c, Dwikora , District West Siantar Pematangsiantar City , North Sumatra Province , Postal Code 21146.

Instrument research used _ in study This is form questionnaire as well as test the validity and reliability To use For know worthy or nope A questionnaire For spread to respondent . The data collection technique used is method questionnaire , method interviews , and studies library .

Data analysis technique used in study This is quantitative data analysis , ie test and analyze data with calculation numbers Then interesting conclusion from testing analysis simple linear regression , coefficient analysis determination , And partial test (t test) .

RESULTS AND DISCUSSION

Is known that respondent consists of 38 traders man or of 38.72% and 60 traders Woman or of 61.28% of the total 98 samples research . Respondents consists out of 18 traders aged < 25 years or of 18.39 %, 16 traders aged 25-30 years or of 16.32 %, 29 traders aged 30-40 years or 29.55 % and 35 traders aged 40-50 years or of 35.74%. Respondents consists of 23 people with sales < 3 years or of 23.47%, 29 people with a sales period of 3-5 years or of 29.59%, 33 people with a sales period of 5-10 years or of 33.67% and 13 people with a sales period of 10-15 years or by 13.27%.

Table 1. Characteristics Respondents Based on Type Sex

o.	Type Sex	Frequency (N)	Percentage (%)
.	Man	38	38.72%
.	Woman	60	61.28%
	Total	98	100%

Source : Primary data processed (2021)

Table 2. Characteristics Respondents Based on Age

o.	Age	Frequency (N)	Percentage (%)
.	< 25 years	18	18.39%

.	25-30 Years	16	16.32%
.	30-40 Years	29	29.55%
.	40-50 Years	35	35.74%
	Total	98	100%

Source : Primary data processed (2021)

Table 3. Characteristics Respondents Based on Selling Period

o.	Selling Period	Frequency (N)	Percentage (%)
.	< 3 years	23	23.47%
.	3-5 Years	29	29.59%
.	5-10 Years	33	33.67%
.	10-15 Years	13	13.27%
	Total	98	100%

Source : Primary data processed (2021)

Table 4. Responses Respondents About *Digital Marketing* (X)

grain To	Score					Percentage				
	SS	S	CS	TS	STS	SS	S	CS	TS	STS
1.	48	40	10	0	0	49,0	40,8	10,2	0,0	0,0
2.	44	32	16	4	2	44,8	32,6	16,3	4,0	2,0
3.	36	40	12	9	1	36,7	40,8	12,2	9,1	1.0
4.	25	41	23	9	1	25.5	41.8	23,4	9,1	1.0
5.	27	44	17	7	3	27.5	44.8	17,3	7,1	3.0
Amount	180	197	78	29	7	183.5	200.8	79.4	29,3	7

| Average	36	39,4	15,6	5,8	1,3	36,7	40,1	15,8	5,8	1,4

Source : Primary data processed (2021

Response results to *digital marketing* (X) and results sales (Y) got a total of 100% declared ok . From the results of the validity test conducted is known that r count value all statement items from variable *Digital Marketing* (X) and Sales Result variable (Y) more big from r table so declared valid with level significant mean > 0.3. Based on results testing using SPSS version 22, then on the reliability test show that variable *Digital Marketing* (X) and Sales Result variable (Y) mark coefficient reliability *Cronbach's Alpha* is > 0.60 then the instrument being tested the stated reliable .

Normality Test the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model fulfil assumption normality . Based on heteroscedasticity test results *Scatter Plots* with base pattern certain like dot, dot, dot or existing points _ form something pattern certain regular so _ happen heteroscedasticity . Based on results SPSS version 22 *output* is obtained equality Y = 7.069 + 0.622X, that is happening correlation positive Because change between variable X followed by variable Y with same direction _ or compared straight . Sales Result Variable (Y) can influenced by variables *Digital Marketing* (X) with done analysis linear regression of 0.622.

Test results *Digital Marketing* show t value count of 5,842 and t table is of 1,290 where t count > t table then H1 rejects H0 which means *digital marketing* influential positive and significant to results sale trader traditional in Pematangsiantar horas tax .

Coefficient value determination or *r square* is 0.262 which means that variable X has ability 26.2 % translating variable Y and the rest of 73.8% is influenced by other variables that are not researched in study this .

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: HasilPenjualan
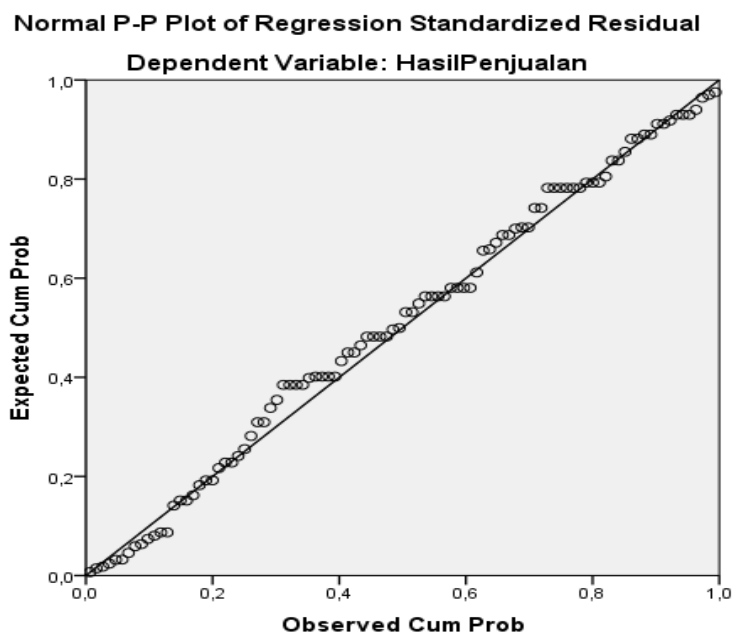
Source : Primary data results SPSS processing version 22 (2021)

Figure 3. Test Results Heteroscedasticity

Based on results testing in a manner statistics can seen with clear that in a manner Partial or individual variable free or *Digital Marketing* (X) is influential to variable bound or Sales Results (Y). Influence exerted _ variable free the characteristic positive It means the more tall influence *digital marketing* so the more high yields _ sale trader traditional effect . Testing variable study done use questionnaire on each variable research . From the results of the validity test found that all statement items on each variable has been valid.

this _ in accordance with research writings conducted by Gede Wisnu Saputra et al . (2020) in the City of Denpasar Bali entitled Influence *Digital Marketing, World Of Mouth,* And Quality Service Against Purchasing Decisions . Based on results study that There is influence positive and significant between *Digital Marketing* on Purchasing Decisions at PT. Pegadaian (Persero) Regional Office VII Denpasar. this _ means use *Digital Marketing* can improve Purchase Decision . There is influence positive and significant between Word of Mouth on Purchasing Decisions at PT. Pegadaian (Persero) VII Regional Office at PT. Pegadaian (Persero) Regional Office VII Denpasar. This is Denpasar. this _ means use *Word of Mouth* can improve Purchase Decision . There is influence positive and significant between Quality Service on Purchasing Decisions means use Quality Increasing service _ Good can improve Purchase Decision .

CLOSING

Conclusion

a. Simple linear regression test results show there is influence positive between *digital marketing* to results sale trader traditional in Pematangsiantar horas tax .
b. the Digital Marketing hypothesis test show t value count of 5,842 and t table is of 1,290 where t count > t table then H1 rejects H0 which means *Digital Marketing* (X) is influential positive and significant to Sales Results (Y) Traders Traditional in Pematangsiantar Horas Tax .
c. Determination test results ie 0.262 which means that variable X has ability 26.2 % translating variable Y and the rest of 73.8% is influenced by other variables that are not researched in study this .

Suggestion

a. *Digital Marketing* influential to results sale trader traditional in Pematangsiantar horas tax For That preferably traders _ switch to modern marketing using digital media with notes still do marketing and sales in a manner traditional so you can add results sales . Trader must capable maximizing benefit digital developments and viewing market opportunities in this digital era so can compete with its competitors .

b. For other parties wish _ _ researching theme This more deep , results study This can used as reference for researcher furthermore For deepen study This with use object research that different and consider other variables as well use method different research _ For compare between method study One with which method other.

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