

## The Influence of Promotion Strategies on the Sales Level of Food Products at Kedai JAM

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### Abstract:

In the face of increasing digital competition, micro, small, and medium enterprises (MSMEs) are required to adapt by implementing technology-based promotional strategies to strengthen their market presence and boost sales performance. This study aims to examine the influence of digital promotional strategies on the sales of food products at Kedai JAM, an MSME located in Muara Sabak Timur, Jambi. Utilizing a quantitative approach with a causal research design, primary data were collected through questionnaires from 90 consumers who had been exposed to the business's promotional content on Facebook. The instrument measured key dimensions of promotional strategy namely attractiveness, promotional media, consistency, and creativity while sales performance was evaluated based on sales volume, revenue, purchase frequency, and new customer acquisition. The results of the regression equation obtained were  $Y = 6.604 + 0.880X$ , with a significance value of 0.000 and  $t_{hitung} 12.243 > t_{tabel} 1.662$ , which means that there is a significant influence of promotional strategies on sales levels. A determination coefficient ( $R^2$ ) value of 0.630 indicates that 63% of sales variations were influenced by promotional strategies, while 37% were influenced by other factors outside the study. These findings suggest that Facebook functions not only as an efficient promotional medium but also as a strategic marketing platform capable of influencing consumer behavior and expanding market reach. This study offers practical insights for MSME promotion strategies and contributes to the theoretical discourse on digital marketing within the context of community-based entrepreneurship.

### Keywords:

*Kedai JAM, Promotional Strategy, Facebook, Sales, Micro Small Medium Enterprise (MSME).*



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## INTRODUCTION

In the era of digital transformation and rapidly evolving consumer behavior, micro, small, and medium enterprises (MSMEs) are increasingly faced with the challenge of adapting their business strategies to stay competitive in the marketplace. This is particularly evident in the food and beverage sector, where changing lifestyles and technological advances are reshaping how consumers discover, evaluate, and purchase products. In Indonesia, MSMEs serve as the backbone of the national economy and play a vital role in local development by creating employment, encouraging entrepreneurship, and fostering community-based economic resilience. Despite this strategic role, many MSMEs still face constraints in marketing their products effectively, especially in transitioning from traditional to digital promotion approaches. In this context, innovation in digital marketing

particularly the use of social media has become an indispensable strategy for increasing brand visibility and consumer engagement.

The urgency to adopt digital promotion strategies is not only driven by technological trends, but also by practical needs faced by small businesses in expanding their market reach amid limited financial and human resources. Kedai JAM, a homegrown MSME located in Muara Sabak Timur, Jambi, exemplifies this condition. Since its establishment in 2019, Kedai JAM has developed from a family-based food business into a recognized local culinary brand. However, like many MSMEs, the business struggled to significantly increase sales through conventional promotional methods such as word of mouth, printed brochures, and physical advertising. In response to these challenges, the owner initiated the use of Facebook as a digital marketing platform starting in 2021. The choice was motivated by Facebook's extensive reach, cost-effectiveness, and interactive features, including analytics tools that provide insights into audience behavior and campaign effectiveness. This shift marked a strategic transition for Kedai JAM in aligning its promotional efforts with current market dynamics.

From a theoretical perspective, the effectiveness of digital promotion is strongly linked to its ability to deliver value through creativity, consistency, and audience engagement. Promotional strategies that incorporate attractive content, appropriate media selection, and interaction with consumers are known to increase purchasing interest and customer loyalty. Moreover, digital platforms like Facebook allow for real-time feedback and adaptive marketing efforts, offering unique advantages over traditional methods. These features are particularly beneficial for MSMEs with limited marketing budgets, as they enable targeted outreach and data-driven decision-making. Within this framework, the variables of promotional strategy attractiveness, media, consistency, and creativity are considered important predictors of sales performance, measured through metrics such as sales volume, revenue, frequency of purchases, and the number of new customers.

This research is designed to answer two key questions: (1) Does promotion strategy significantly affect the sales level of food products at Kedai JAM? (2) What is the magnitude of the effect of promotion strategy on the sales level? To address these questions, the study formulates a hypothesis testing framework: the null hypothesis ( $H_0$ ) posits no significant effect, while the alternative hypothesis ( $H_a$ ) posits a significant effect of the promotional strategy on sales performance. The study specifically targets consumers in Muara Sabak Ulu and Muara Sabak Ilir who have engaged with Kedai JAM through direct purchases or online interactions over the past three months.

By focusing on a local MSME within a specific socio-geographic context, this article contributes to both theoretical and practical discourses on digital marketing in emerging markets. The novelty of this research lies in its integration of community-based entrepreneurship, strategic digital promotion, and consumer response, offering valuable insights for scholars, practitioners, and policymakers. It highlights how small-scale food businesses can leverage digital platforms to overcome structural limitations and achieve sustainable growth, thereby expanding the scope of knowledge in digital business strategies for MSMEs.

Promotion strategy is a key concept in marketing theory that refers to efforts made by businesses to inform, persuade, and remind potential customers about products or services with the aim of influencing purchasing decisions. According to Kotler and Keller's foundational framework, promotion strategies are a critical component of the marketing mix that determine how businesses communicate with their target markets. The theoretical foundation for this study draws on the Integrated Marketing Communication (IMC) model, which emphasizes the synergy between message content, media channels, and audience targeting to achieve optimal communication outcomes. In the digital age, IMC has evolved to accommodate social media and interactive platforms, where promotion is no longer one-way but involves two-way engagement, real-time feedback, and user-generated content. These dynamics are particularly relevant for micro and small businesses that need low-cost but impactful promotional tools to stay competitive.

Previous studies have examined the effectiveness of digital promotional strategies in various sectors, particularly within MSMEs. Raut and Kulkarni (2020) found that social media marketing significantly increased the visibility and sales performance of small-scale food businesses in urban India (Raut & Kulkarni, 2020). Similarly, Zakayo (2018) revealed that consistent and attractive digital content on platforms like Facebook enhanced customer acquisition and retention among Kenyan SMEs (Zakayo, 2018). Popescu and Handaric (2022) demonstrated that small businesses that aligned their promotional efforts with consumer preferences on social media platforms experienced greater customer engagement and brand loyalty (Popescu & Handaric, 2022). Furthermore, Santos et al. (2024) emphasized that rural entrepreneurs benefit significantly from visual storytelling and interactive content, which strengthen emotional connections with local communities (Santos et al., 2024).

Despite these findings, a gap remains in the literature regarding how these strategies function within specific local contexts, especially among community-rooted food MSMEs operating in non-metropolitan regions. Much of the existing research tends to generalize digital marketing outcomes without accounting for the cultural, infrastructural, and behavioral nuances that influence consumer responses in smaller communities. For instance, studies by Silvano and Mbogo (2022) and Adegbuyi et al. (2015) discussed the overall benefits of social media marketing for urban SMEs, but did not explore how emotional resonance, cultural identity, or familial branding could shape consumer loyalty in rural or semi-rural settings (Silvano & Mbogo, 2022; Adegbuyi et al., 2015).

This article seeks to fill that research gap by focusing on a family-run MSME, Kedai JAM, located in a semi-urban area in Jambi, Indonesia. By examining the direct impact of digital promotion especially via Facebook on various sales performance indicators, this study provides a localized understanding of how promotional strategy influences consumer behavior in less digitally saturated markets. It integrates promotional dimensions such as attractiveness, consistency, creativity, and media use with sales indicators like volume, revenue, frequency, and customer growth, thereby creating a nuanced framework that aligns theory with grassroots practice.

Theoretical and methodological trends in previous studies often center around either quantitative surveys or qualitative case studies, with limited attempts to integrate causal inference techniques to measure the direct impact of promotional variables on performance outcomes. Dean

(2019) and Kaur (2019), for example, used qualitative interviews to explore how business owners perceive social media's value, but lacked empirical validation of its effect on sales (Dean, 2019; Kaur, 2019). On the other hand, studies by Rodriguez et al. (2012) and Yang & Kankanhalli (2014) introduced statistical models to assess digital influence but were conducted in high-tech or corporate settings rather than in MSME environments (Rodriguez et al., 2012; Yang & Kankanhalli, 2014).

Synthesizing these conceptual insights, this study adopts a causal quantitative approach to measure how distinct elements of digital promotion strategies affect food sales performance in a real-world MSME setting. The framework builds on established marketing theories while contextualizing them within the socio-economic realities of local Indonesian enterprises. By doing so, it offers an empirical contribution to the literature on digital marketing, demonstrating how community-oriented branding and targeted promotions on social media platforms like Facebook can lead to measurable business outcomes in small-scale food enterprises.

## **METHOD**

This study adopts a quantitative causal research design to investigate the influence of promotional strategies on the sales performance of food products at Kedai JAM. The causal approach is suitable for determining the direction and magnitude of relationships between variables, specifically between promotional elements (independent variable) and sales indicators (dependent variable). The type of data utilized includes both primary and secondary sources. Primary data were obtained through structured questionnaires distributed to 90 consumers who had purchased products from Kedai JAM at least twice in the past three months and had been exposed to its promotional content on Facebook. Secondary data were collected through documentation, observation, and review of relevant records, such as sales reports and digital promotional content.

The data collection technique employed was a survey using a closed-ended questionnaire, developed based on indicators of promotional strategy namely attractiveness, media, consistency, and creativity. Sales performance was measured using indicators including sales volume, revenue, purchase frequency, and the number of new customers. Sampling was conducted through purposive sampling, targeting respondents who met three specific criteria: exposure to Facebook promotions, repeat purchases at Kedai JAM, and willingness to complete the questionnaire. The research population comprised residents of Muara Sabak Ulu and Muara Sabak Ilir, totaling 7,414 individuals, with a selected sample of 90 respondents and a pilot test sample of 30. Data analysis was conducted using statistical techniques, including descriptive statistics and simple linear regression analysis, supported by SPSS software to ensure data accuracy and reliability. This methodological framework is consistent with best practices in quantitative research for small business marketing analysis (Nassaji, 2020; Zikmund et al., 2013; Hair et al., 2019).

## RESULTS AND DISCUSSION

### Results

The results of the study are based on the statistical analysis of questionnaire data collected from 90 respondents who met the sample criteria. The descriptive analysis of the independent variable promotion strategy revealed that respondents generally perceived the promotional activities of Kedai JAM on Facebook as attractive, consistent, and creative, with the most dominant promotional dimension being "attractiveness" in terms of visual content and messaging. Regarding the dependent variable sales performance, the analysis showed an increase in consumer purchase frequency and the acquisition of new customers during the three-month observation period, particularly after the implementation of intensified promotional content on Facebook.

Based on the results of simple linear regression analysis, the regression coefficient for the promotion strategy variable (X) was found to be 0.605, indicating a positive and significant relationship between promotion strategy and sales performance (Y). The coefficient of determination ( $R^2$ ) was calculated at 0.366, suggesting that 36.6% of the variance in sales performance can be explained by the promotion strategy variable. The remaining 63.4% is influenced by other factors not examined in this study. The significance value (p-value) obtained from the t-test was 0.000, which is less than the standard alpha level of 0.05, leading to the rejection of the null hypothesis ( $H_0$ ) and acceptance of the alternative hypothesis ( $H_a$ ). This confirms that the promotional strategy has a statistically significant influence on sales performance at Kedai JAM.

Further analysis of the dimensions of promotion strategy revealed that "attractiveness" had the highest contribution to sales performance, followed by "media usage" and "creativity," while "consistency" ranked lowest but remained positively correlated. These findings suggest that visual appeal, message clarity, and content innovation are essential components in attracting consumer attention and stimulating purchasing behavior. The demographic breakdown of respondents showed a balanced distribution across gender and age, with the majority being students and working-age adults who are active users of Facebook, reinforcing the platform's suitability as the primary marketing channel for Kedai JAM.

### Discussion

The findings of this study confirm a significant and positive influence of promotional strategies on the sales performance of food products at Kedai JAM. This aligns with the primary research objective and addresses the formulated research questions, demonstrating that digital promotions particularly through Facebook can effectively increase consumer purchases and attract new customers within the MSME sector. The dimensions of promotion strategy, especially visual attractiveness, media selection, consistency, and creativity, are shown to play a pivotal role in shaping consumer behavior, validating the theoretical assumption that integrated and well-targeted promotion efforts contribute to increased sales performance.

Interpreting the results through the lens of Integrated Marketing Communication (IMC)

theory, the study reinforces the idea that a cohesive and interactive promotional approach enhances the communication effectiveness between businesses and consumers. IMC emphasizes alignment across promotional elements, enabling small enterprises to build brand awareness and foster consumer engagement without incurring substantial costs. Kedai JAM's use of Facebook as a promotional platform fits this model, offering not only a broad reach but also tools for audience segmentation and feedback monitoring. These capabilities allow for the dynamic tailoring of promotional content, which enhances consumer response and builds brand loyalty an outcome consistently supported by IMC-based studies (Popescu & Handaric, 2022).

When compared to existing literature, the study's results corroborate prior findings regarding the strategic value of social media for MSMEs. For example, Raut and Kulkarni (2020) found that small food businesses that actively managed social media promotions experienced significant growth in sales and customer reach (Raut & Kulkarni, 2020). Similarly, Zakayo (2018) emphasized the importance of consistent digital branding in enhancing market presence and consumer loyalty for small businesses in developing economies (Zakayo, 2018). However, the current study adds contextual depth by focusing on a semi-rural Indonesian setting, thereby capturing the nuanced consumer response shaped by local cultural dynamics, economic conditions, and digital literacy levels.

This article also contributes theoretically by integrating promotional strategy dimensions with sales performance indicators in a localized MSME context, something few studies have explored empirically. While existing frameworks such as those proposed by Rodriguez et al. (2012) and Yang & Kankanhalli (2014) highlight the relevance of digital interaction and content personalization in driving consumer behavior, their application has largely been limited to corporate or urban settings (Rodriguez et al., 2012; Yang & Kankanhalli, 2014). By contrast, the findings of this study suggest that community-based branding and culturally resonant messaging key components in Kedai JAM's promotional strategy can serve as equally strong drivers of sales performance.

Nevertheless, this study acknowledges certain limitations. The sample size, though adequate for a quantitative survey, may not capture the full heterogeneity of consumer responses, particularly among populations not active on Facebook. Additionally, the study's scope is limited to one MSME in a specific region, which may affect the generalizability of findings. External factors such as local competition, seasonal variation in food sales, and informal word-of-mouth marketing were not quantitatively controlled, potentially influencing the results. These constraints present opportunities for future research to employ comparative designs across multiple regions or integrate mixed methods for deeper consumer insight.

The implications of this study extend to both theory and practice. Practically, it provides MSME operators especially those in rural or semi-urban areas with evidence-based guidance on how to design and implement promotional strategies tailored to local market dynamics. For policymakers, the findings underscore the need for digital literacy and marketing training as part of economic empowerment programs targeting MSMEs. Theoretically, this study encourages scholars to explore the intersection of digital promotion and consumer behavior in underrepresented geographic and socio-cultural contexts, thereby enriching the global discourse on digital marketing effectiveness.

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## CONCLUSION

This study demonstrates that promotional strategies implemented through Facebook significantly influence the sales performance of food products at Kedai JAM. The findings reveal that dimensions such as promotional attractiveness, the use of appropriate media, creativity, and message consistency each contribute positively to consumer purchasing behavior. The quantitative analysis confirmed a statistically significant relationship, indicating that digital promotion is not merely a supplementary tool but a vital strategic component for enhancing visibility and sales within the MSME sector. Theoretically, this article contributes to the broader understanding of how digital marketing frameworks can be effectively adapted in community-based business settings, particularly within developing regions. It also provides empirical evidence supporting the practical implementation of promotional strategies tailored to the unique characteristics of small-scale enterprises. By integrating local context, consumer engagement, and platform-specific features, the study expands the application of promotional theory beyond corporate or urban markets.

Future research is encouraged to explore comparative case studies across different regions or industries to validate and enrich the generalizability of these findings. Practitioners and policymakers may also consider designing capacity-building programs to enhance digital marketing literacy among MSMEs, ensuring broader access to digital economic opportunities and more resilient local economies.

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