

TIRTAWENING BOTTLED WATER SALES IN REGIONAL GOVERNMENT-OWNED ENTERPRISE: INFLUENCES OF BRAND IMAGE AND DIGITAL MARKETING

Ooy Siti Halimah^{1)*}, Anneu Siti Hafsyah²⁾, & Taufiq Rahmat³⁾
Universitas Al-Ghifari Bandung, Indonesia^{1)}*
Email: ooystitihalimah@gmail.com,^{1)}*

Article History

Received: 17 December 2024

Accepted: 30 December 2024

Published: 31 December 2024

Abstract

This study investigates the influence of brand image and digital marketing on the sales volume of Watermed and Hanaang bottled drinking water produced by Perumda Tirtawening, a regional government-owned enterprise in Bandung. The research adopts a descriptive method with a quantitative approach. The target population consists of consumers who purchase Watermed and Hanaang products from Perumda Tirtawening. Data was collected through an online questionnaire, and a sample of 64 respondents was determined using the Slovin formula. Data analysis was conducted using descriptive statistics and classical assumption tests with SPSS 26.0 software. The results reveal that both brand image and digital marketing have a significant positive effect on sales volume, both individually and collectively. Specifically, brand image accounts for 4.21% of the variation in sales volume, while digital marketing has a more substantial impact, contributing 78.73%. The total effect of brand image and digital marketing on sales volume, indicated by the coefficient of determination (R^2), is 0.789, or 78%. This suggests that 78% of the variation in sales volume can be explained by brand image and digital marketing, with other external factors influencing the remaining 22%. The findings indicate that the model developed in this study is strong and reliable. Consequently, brand image and digital marketing are key variables in understanding the structure of bottled water sales volume in Perumda Tirtawening. The unexplained 22% variation may be attributed to other factors not included in this study, such as interactive relationships, incentive programs, website design, and promotional strategies.

Keywords: Brand Image, Digital Marketing, Sales Volume

A. INTRODUCTION

Water is one of the most fundamental resources for human life. As long as life exists, humans will continue to require water for daily activities and drinking. Given its critical importance, the availability and sustainability of water must be preserved to meet these ongoing needs. In the context of Indonesia, Article 33, paragraph (3) of the 1945 Constitution affirms: "The earth, water, and natural resources contained therein are controlled by the state

and used to the greatest benefit for the welfare of the people." This highlights the role of water as a key resource for national prosperity (Rahmat, Hurriyati, et al., 2022). However, with the increasing demand for clean water, mainly as the population grows and living standards rise, maintaining adequate water supplies becomes more pressing. The availability of clean water for consumption has been diminishing due to various factors, including inadequate drainage systems, poor sanitation, and insufficient management of water resources.

In response to this growing challenge, the Perumda Tirtawening Water Supply Company in Bandung is vital in providing clean water. This company is responsible for supplying drinking water and producing and marketing Bottled Drinking Water under the brands Watermed and Hanaang. According to Andarwulan (2007), these two brands are distinct. According to the National Standard of Indonesia (SNI), Bottled Drinking Water refers to water that has undergone special treatment and is packaged in bottles or other containers that meet safety standards for drinking. Despite its widespread availability, the company faces challenges maintaining and increasing sales volume, especially in a highly competitive market.

The issue of increasing sales volume is influenced by several factors, notably brand image and digital marketing strategies (Aziza et al., 2024). As consumer behaviour evolves, the decision-making process in purchasing products is no longer based solely on the product's functionality but increasingly on the brand's perception (Sumantri & Rahmat, 2023). Consumers now place significant emphasis on brand image, representing the quality and trustworthiness of the company's products. Therefore, a strong and positive brand image is crucial for maintaining consumer loyalty and driving sales. Aaker (Asri & Rozy, 2018) defines a brand as a name, symbol, or design that differentiates a product or service from its competitors. The careful management of a brand is essential to prevent its devaluation over time.

Furthermore, the rise of digital marketing, mainly through online platforms and social media, has revolutionised how companies connect with consumers. Research by Wardoyo and Intan (2017) indicates that online purchasing behaviour is influenced by lifestyle, ease of use, and the quality of information available. In the context of Perumda Tirtawening, digital marketing plays a significant role in informing consumers about their products, enhancing the brand's visibility, and ultimately influencing purchasing decisions.

Despite the growing importance of digital marketing and brand image in driving sales, there remains a gap in understanding the combined effects of these factors on sales volume. While previous studies have examined each factor in isolation, few have explored how brand image and digital marketing influence consumer purchasing behaviour and sales performance (Rahmat & Undang, 2020). This gap in the literature creates a need for further investigation into the interaction between these two factors.

Given the increasing reliance on digital marketing and the importance of brand image in shaping consumer behaviour (Rahmat, et al., 2022), companies like Perumda Tirtawening must understand how these elements affect their sales volume. This research is, therefore, timely and significant, as it can provide valuable insights into how these factors can be

leveraged to improve sales performance, particularly in a competitive market environment where consumer preferences are constantly shifting.

This study aims to achieve the following objectives: First, to assess the impact of brand image on sales volume. This will involve understanding how consumer perceptions and trust in a brand influence their purchasing decisions and how this affects the overall sales of bottled drinking water products. Second, the research will examine the role of digital marketing in driving sales volume. This includes exploring the effectiveness of online marketing strategies such as social media campaigns, digital ads, and influencer collaborations in reaching potential customers and enhancing product visibility. Finally, the study will investigate the combined effect of brand image and digital marketing on sales volume. The objective is to explore how these two factors interact and reinforce each other to increase consumer engagement and ultimately improve sales performance.

By addressing these objectives, this research provides a comprehensive understanding of how brand image and digital marketing strategies can be optimised to increase sales volume. The findings are expected to offer valuable insights for Perumda Tirtawening and other similar industries, helping them refine their marketing strategies and strengthen their position in a competitive market.

B. LITERATURE REVIEW

Brand Image

Brand image refers to consumers' overall perception or mental picture of a brand, which is shaped by their experiences, interactions, and the marketing messages they receive. A positive brand image can build consumer trust and loyalty, increasing sales and market share. According to Lin et al. (2021), brand image is a mental representation that stays in consumers' minds, influencing their future decisions and attitudes toward the brand.

Sutisna (Pradana & Hudayah, 2017) further describes the brand image as the total perception a consumer holds about a product or brand, which develops over time based on accumulated information and experiences. Keller (1998) as cited in (Mohammed & Rashid, 2018) emphasises that brand image is one of the most crucial concepts in marketing because it affects consumer purchasing decisions and brand loyalty.

Aaker (1996) and Shihab (2018) proposed a model that describes five key dimensions of brand image:

- 1) Brand Identity: This refers to the tangible elements that define a brand, such as a logo, name, colours, packaging, and other distinguishing features.
- 2) Brand Personality: The character associated with a brand helps consumers differentiate it from other brands. This could include traits like sophistication, innovation, or reliability.
- 3) Brand Associations are specific attributes or feelings that consumers associate with a brand, often formed by the company's actions, such as social responsibility initiatives or advertisements.
- 4) Brand Attitude: Refers to the brand's actions and behaviours in its communication with consumers, which can influence consumer perception.

- 5) **Brand Benefit and Competence:** This dimension focuses on the value and solutions a brand offers consumers, setting it apart from competitors.

In summary, brand image plays a critical role in consumer decision-making, and a positive brand image is often linked to higher customer satisfaction and loyalty, which can drive sales growth.

Digital Marketing

Digital marketing promotes products or services using digital channels like the Internet, social media, mobile apps, search engines, and email. It uses various tools and platforms to target specific audiences with measurable and interactive campaigns. According to Prasetyo Wati, Aulia Martha, and Indrawati (2020), digital marketing enables brands to reach their target consumers effectively and efficiently, offering a measurable return on investment.

Kleindl & Burrow (2005), as cited by Sitorus et al. (2022), define digital marketing as a strategic approach that involves planning and executing marketing activities, such as pricing, promotions, distribution, and ideation through digital means. This allows companies to engage directly with consumers, facilitating a two-way interaction that benefits both parties.

The key dimensions of digital marketing are outlined by Eun Young Kim (2002), as cited in Simanjuntak et al. (2021), as follows:

- 1) **Interactive Relationship:** The ability to build and maintain an engaging relationship with consumers through digital platforms, allowing for feedback and direct communication.
- 2) **Incentive Programs:** Promotional offers or incentives that encourage consumers to interact with the brand, such as discounts, loyalty programs, or special offers.
- 3) **Site Design:** The visual and functional design of a brand's digital presence, including websites and mobile apps, affects user experience and engagement.
- 4) **Cost Techniques:** Digital marketing strategies that are cost-effective and targeted, such as search engine marketing (SEM), social media advertising, and email marketing.

By leveraging these dimensions, digital marketing is vital in enhancing brand visibility consumer engagement and ultimately increasing sales volume.

Sales Volume

Sales volume is a key performance metric that indicates the total number of units a company sells within a given period. According to Marbun (as cited in Nasution et al., 2017), sales volume directly indicates a company's success in meeting consumer demand and reaching sales targets. The higher the sales volume, the greater the revenue and potential profitability for the company. Kotler (as cited in Sasangka & Rusmayadi, 2018) identified several key dimensions of sales volume, including:

- 1) **Achieving Specific Sales Targets:** Sales volume is often determined by reaching predetermined targets contributing to business goals and objectives.
- 2) **Generating Profit:** An increase in sales volume typically leads to an increase in profits, provided that cost control is managed effectively.
- 3) **Supporting Company Growth:** Sustained sales volume growth can support a company's overall growth and expansion

Several factors, including product quality, brand image, and marketing efforts, such as digital marketing campaigns, can influence sales volume.

The Relationships Between Brand Image, Digital Marketing, and Sales Volume

The relationships between brand image, digital marketing, and sales volume are interconnected and can significantly influence a company's performance. A positive brand image has been shown to increase consumer trust and preference, which can lead to increased sales volume. Similarly, digital marketing allows brands to engage with a broader audience, drive traffic, and convert that traffic into purchases, thus boosting sales.

- 1) **Brand Image and Sales Volume:** As established, a strong and positive brand image can increase customer loyalty and repeat purchases, directly contributing to higher sales volume (Anwar, 2021; Widyana & Ramadhanti, 2020). A well-established brand identity and positive associations foster consumer trust, which motivates buying behaviour and increases sales.

Hypothesis 1 (H_1): A positive brand image significantly influences sales volume.

- 2) **Digital Marketing and Sales Volume:** Digital marketing, through various strategies such as social media marketing, email campaigns, and online advertisements, plays a key role in driving traffic and boosting sales volume. By reaching a broader audience and providing incentives, digital marketing can enhance brand visibility and increase sales (Sasono & Rahayu, 2022).

Hypothesis 2 (H_2): Digital marketing positively influences sales volume.

- 3) **The Combined Effect of Brand Image and Digital Marketing on Sales Volume:** The interaction between brand image and digital marketing can create a strong marketing strategy that drives sales volume. When digital marketing campaigns emphasise a positive brand image, they can reinforce consumer trust and loyalty, further driving sales. The synergy between these two variables has the potential to significantly increase sales performance, as proven by studies in various industries (Shihab, 2018; Simanjuntak et al., 2021).

Hypothesis 3 (H_3): Brand image and digital marketing influence significantly influence sales volume.

C. RESEARCH METHODOLOGY

This research adopts a quantitative method with an explanatory approach to explain the relationships between the variables under study. Sugiyono (2017) states that quantitative research collects numerical data to test hypotheses formulated in advance (Rahmat et al., 2024). The study seeks to measure the influence of brand image and digital marketing on the sales volume of bottled water products from Perumda Tirtawening Bandung City. A non-probability sampling technique, expressly incidental sampling, is employed with a sample size of 64 respondents calculated using Slovin's formula. Data will be gathered through a questionnaire, measured on a Likert scale.

Data analysis will be conducted using path analysis to examine the direct and indirect effects of the independent variables (brand image and digital marketing) on the dependent variable (sales volume). The path analysis steps include calculating the correlation matrix

ARTICLE

between variables, path coefficients, and coefficient of determination to measure the magnitude of the effect. Validity testing will use Pearson Product Moment to ensure the measurement instruments are valid.

The hypotheses proposed in this study are as follows: first, brand image significantly influences sales volume; second, digital marketing significantly influences sales volume; and third, both brand image and digital marketing together have a significant influence on sales volume. Hypothesis testing will be conducted using t-tests to determine the partial effect and F-tests to examine the simultaneous effect. Statistical analysis and data processing will be performed using SPSS software.

D. RESULT AND DISCUSSION

The Influence of Brand Image and *Digital Marketing* Against Sales Volume To analyse the connection causal (influence) between image brand and knowledge product on Drinking Water Sales Volume In Packaging, Regional Public Company Tirtawening, Bandung City, used a method the so-called analysis with Path Analysis. The steps to form an analysis model structure track are as follows;

Coefficient bivariate correlation

Coefficient correlation bivariate counted For every partner variable exogenous (X) and endogenous variables (Y), the results arranged in the table under This:

Table 1. Coefficient Bivariate Correlation

<i>Variables</i>	<i>Brand Image</i>	<i>Digital Marketing</i>	<i>Sales Volume</i>
Brand Image	1.00	0.470	0.861
<i>Digital Marketing</i>	0.470	1.00	0.598
Sales Volume	0.861	0.598	1.00

Source: Data Obtained From Questionnaire (2023)

Coefficient Determination

Data testing with the use of coefficient determination intended To know how much significant influence from variable independent (X), namely Brand Image and *Digital Marketing*, to variable dependent (Y), namely Sales Volume. Testing was done using *SPSS 26 software for Windows*.

Table 2. Coefficient Determination

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.888 ^a	.789	.783	5,503

a. Predictors: (Constant), *Digital Marketing*, Brand Image

Source: Data Obtained From Questionnaire (2023)

The data table shows that influence from variable independent (X), namely Brand Image and *Digital Marketing*, to variable dependent (Y), namely Sales Volume of 0.789, while influence outside or his mistake of 0.211. The value of R^2 Square 0.789 comes from squaring mark coefficient correlation or R^2 , which is $0.888 \times 0.888 = 0.789$, which means influence variable independent to the defender by 78%.

Count Path Coefficient

For the count coefficient, track other variables or variables that are not identified, and then the calculation is as follows:

$$\rho_{y \varepsilon} = \sqrt{1 - R^2_{y(x_1 x_2)}} \\ = \sqrt{1 - 0.789} = 0.211$$

The quantities that have been counted are depicted in the path diagram, as seen under this.

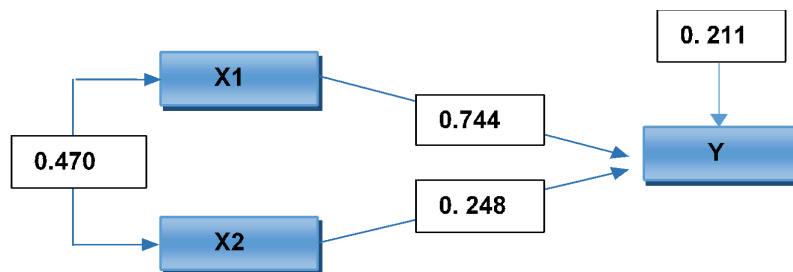


Figure 1. Path Coefficient of Brand Image and Digital Marketing to Sales Volume

Source: Data Obtained From Questionnaire (2023)

Structural Model of Brand Image and *Digital Marketing* Against Sales Volume is: $Y = 0.744 X_1 + 0.248 X_2$. In the picture above, the coefficient track Brand Image and Digital Marketing Variables on Sales Volume marked positive, meaning the second variable positively influences Sales Volume. From the results analysis track, the magnitude coefficient track from the Brand Image variable (X1) against *Digital Marketing* (Y) is 0.744, while *Digital Marketing* (X2) on Sales Volume (Y) is 0.248. Thus, if only considering the brand image variable, the variable *digital marketing* is considered constant, and if the brand image increases, one unit will increase sales volume, amounting to 0.744 units. In contrast, *Digital Marketing* will increase the sales volume by 0.248 units.

Hypothesis Testing

Table 3. T Test
Coefficients^a

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	10,266	4.013	2,558	.013

ARTICLE

X1	.641	.048	.861	13,338	.000
----	------	------	------	--------	------

a. Dependent Variable: Total_Y

Criteria test: Hypothesis zero rejected if $t \text{ count} > t \text{ table}$, based on the above calculation with use level real $\alpha = 0.10$ and degree freedom $dk = 64$, it turns out that $t \text{ count} = 13.338 > t \text{ table} = 0.2042$, which means hypothesis zero (H_0) is accepted. So, it can be concluded that the coefficient track from the brand image variable positively and significantly influences the sales volume of drinking water in packaging for Regional Public Company Tirtawening, Bandung City.

Criteria test: Hypothesis zero rejected if $t \text{ count} > t \text{ table}$, based on the above calculation with use level real $\alpha = 0.10$ and degree freedom $dk = 64$, it turns out that $t \text{ count} = 0.982 > t \text{ table} = 0.2042$, meaning hypothesis zero (H_0) is rejected. So it can be concluded that the coefficient track from variable *Digital Marketing* influences positively and significantly on Sales Volume of Drinking Water In packaging Regional Public Company Tirtawening Bandung City. From the description of the hypothesis test coefficient track in a way partial above summarised in A tables, such as seen in the table following This:

Testing Structural Models In general, Simultan Uses the F Test.

Table 4. F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	<u>Regression</u>	6924.038	2	3462.019	114,334	.000 ^b
	Residual	1847.071	61	30,280		
	Total	8771.109	63			

a. Dependent Variable: Sales Volume
b. Predictors: (Constant), *Digital Marketing*, Brand Image

Source: Data Processed by Researchers 2023

Because $F \text{ count} = 114.334 > F \text{ table} = 1.14$, then H_0 is rejected, meaning that brand image and *digital marketing* positively influence sales volume. Testing has a significant influence on the structural model of sales volume. Calculating the magnitude of the influence of each variable aims To know the magnitude of improvement or decline in Sales Volume. Calculating direct and indirect influence from variable exogenous to endogenous variables uses the notice mark coefficient path and value coefficient between variable exogenous.

The Influence of Brand Image (X1) on Sales Volume (Y)

Table 5. Total Influence of Brand Image (X1) on Sales Volume (Y)

Description	Calculation	Results	Percentage
Influence Direct X1 against Y	0.744^2	0.553536	55.35%
Influence Direct X2 Through X1 To Y	$0.248 \times 0.470 \times 0.248$	0.061504	2.87%

ARTICLE

Total Influence X1 58.22%

Source: Path Analysis Results Data, 2023

Influence direct from image brand to sales volume by 55.35%, while influence not direct image brand through *digital marketing* by 2.87%. So, the Total Brand Image to Sales Volume was 58.22%. This means that considering the Brand Image Variable in the structural model will increase sales volume by 58.22%, and from the results testing variable, This is significant at the level of 90% confidence.

The Influence of Digital Marketing (X2) on Sales Volume (Y)

Table 6. Total Influence of Digital Marketing (X2) on Sales Volume (Y)

<i>Description</i>	<i>Calculation</i>	<i>Results</i>	<i>Percentage</i>
Influence Direct X2 against Y	0.248 ²	0.061504	6.15%
Influence Direct X2 Through X1 To Y	0.248x0.470x0.744	0.086721	8.67%
Total Influence X1			14.82%

Source: Path Analysis Results Data, 2023

Influence directly from *digital marketing* to sales volume is 14.82%, while influence not direct brand image through *digital marketing* is 8.67%. So, the Total Quality Service to Sales Volume increased by 6.15%; this means that considering variable quality service in the structural model will Increase Sales Volume by 14.82% and from the results of testing variable, This is significant at the level of 90% confidence.

Brand Image and Digital Marketing to Sales Volume

Analysis results To see a connection causal between Brand Image and *Digital Marketing* on the Sales Volume of Drinking Water In Packaging (AMDK), Perumda Tirtawening City of Bandung uses *path analysis*, shows there is influence significant positive from Brand Image and *Digital Marketing* variables to Sales Volume at the level 90% confidence Influence the biggest given by the Brand Image variable by 58.22% while influence variable *Digital Marketing* that is by 14.82%.

The findings of this study provide strong empirical support for the positive influence of brand image (X1) and digital marketing (X2) on the sales volume (Y) of bottled water products from Perumda Tirtawening Bandung City. Path analysis revealed that brand image has the most substantial direct effect on sales volume, accounting for 55.35%, while digital marketing also significantly impacted sales volume, with a direct effect of 6.15%. These results are consistent with previous studies that demonstrate the positive relationship between brand image and consumer purchasing behaviour and the increasing role of digital marketing in driving sales in modern business environments.

Hypothesis 1, which posited that brand image positively influences sales volume, aligns with the findings of Khoerul Anwar (2021), who studied the effect of brand image on purchasing decisions among Yamaha dealership customers. Anwar (2021) employed multiple linear regression analysis and concluded that a stronger brand image encourages more

ARTICLE

favourable consumer decisions, mirroring the results of this study, where brand image played a dominant role in driving sales volume. Similarly, the research by Ratna Ekasari, Erni Dwi, and Mandasari (2021), which examined the influence of product quality, digital marketing, and brand image on purchase decisions for Pixy lip creams in Sidoarjo, further supports the notion that a positive brand image significantly influences consumer choices. In their study, brand image had a significant impact on purchase decisions, directly correlating with the findings of this research, where brand image was pivotal in increasing sales volume.

Hypothesis 2, which suggests that digital marketing positively impacts sales volume, is also supported by the current findings and previous studies. Although the direct effect of digital marketing was smaller than that of brand image, the path coefficient (0.248) and t-test results ($t\text{-hit} = 0.982$) still indicated a significant impact on sales volume. This result aligns with the research conducted by Suci Fika Widyana and Salsabilla Ramadhan Batangriyan (2020), which explored the impact of digital marketing on brand image. In their study, digital marketing significantly influenced brand image, accounting for 11.5%. This, in turn, enhanced consumer engagement, ultimately leading to higher sales. Additionally, the study by Eko Sasono and Puji Rahayu (2022) demonstrated that e-marketing significantly increased sales volume for small businesses (UMKM) selling "crackers" in Batang, Indonesia. Their study, which reported an R-squared value of 0.821, further reinforces the idea that digital marketing is an effective tool for driving sales, consistent with the findings of this research in the context of bottled water sales.

An important aspect of this study is the simultaneous F-test (F-test), which examines the collective effect of brand image and digital marketing on sales volume. The results of the F-test indicate that the combined influence of these two variables is highly significant. With an F-value = 114.334 and the critical value F-table = 1.14, the null hypothesis (H_0) is rejected, suggesting that brand image and digital marketing significantly impact sales volume. This finding emphasises the importance of simultaneously considering both variables when formulating marketing strategies to optimise sales performance. The results of this F-test further strengthen the proposed model in this study, indicating that the combined contribution of brand image and digital marketing cannot be overlooked in influencing consumer purchase decisions and sales outcomes.

Overall, the results of this study reinforce existing literature on the combined effect of brand image and digital marketing on sales volume. The significant positive relationships observed in previous studies (e.g., Anwar, 2021; Ekasari et al., 2021; Widyana & Batangriyan, 2020) are consistent with the findings of this research. Furthermore, the total effect of brand image on sales volume (58.22%) highlights the crucial role of brand perception in influencing consumer decisions. While the influence of digital marketing is comparatively more minor, it remains substantial and aligns with contemporary marketing strategies that leverage digital channels to enhance brand visibility and drive sales.

In conclusion, the empirical evidence presented in this study contributes to a deeper understanding of the complex relationships between brand image, digital marketing, and sales volume. The findings support the notion that brand image and digital marketing are significant drivers of consumer behaviour, affecting sales performance. Future research could

explore other factors, such as customer loyalty, market segmentation, and product diversification, to further elaborate on how different consumer groups respond to these marketing variables.

E. CONCLUSION

This study has demonstrated that brand image and digital marketing significantly influence the sales volume of bottled water products from Perumda Tirtawening Bandung City. The results show that brand image has the most significant effect, explaining 55.35% of the variance in sales volume, while digital marketing contributes 6.15%. These findings highlight the critical role of brand image in shaping consumer perceptions and driving purchasing decisions. Additionally, digital marketing plays a substantial supporting role in enhancing consumer engagement and visibility, thus influencing sales.

The positive relationship between brand image, digital marketing, and sales volume aligns with the broader theoretical understanding that consumer perception and marketing efforts directly impact purchasing behaviour. A strong brand image helps establish consumer trust and loyalty, increasing the likelihood of repeated purchases and higher sales volume. Meanwhile, digital marketing offers a modern platform for reaching and engaging consumers, enhancing brand recognition, and driving purchasing decisions.

Furthermore, the F-test conducted in this study provides strong evidence of the joint influence of brand image and digital marketing on sales volume, confirming that these two factors work synergistically rather than independently. The simultaneous F-test results show that the combined effect of brand image and digital marketing on sales volume is statistically significant, underscoring the importance of considering both factors when designing marketing strategies.

While this study provides valuable insights into the relationship between brand image, digital marketing, and sales volume, several limitations should be noted. The research was conducted in a specific location—Perumda Tirtawening Bandung City—and focused on a particular product type, which may limit the generalizability of the results. Future research could expand the sample to include other regions or different types of consumer products to test the broader applicability of these findings. Furthermore, other factors, such as customer loyalty or product quality, may also play a significant role in influencing sales volume, and these variables could be included in future studies to offer a more comprehensive understanding.

From a practical standpoint, businesses in the bottled water industry and potentially other consumer goods sectors can benefit from strengthening their brand image and leveraging digital marketing. Investing in brand development helps create a strong identity, which fosters consumer trust and drives repeat purchases. Simultaneously, digital marketing strategies enhance brand visibility and consumer engagement, leading to increased sales. Therefore, businesses should consider integrating branding and digital marketing efforts to maximise their sales potential.

This study highlights the importance of supporting businesses in developing robust branding strategies and embracing digital marketing tools. Policymakers and local

ARTICLE

government agencies should consider implementing programs encouraging digital marketing practices and brand development, particularly for small and medium-sized enterprises (SMEs) in the consumer goods sector. Such initiatives can contribute to the growth and competitiveness of businesses in the market.

REFERENCE

- Anwar, K. (2021). *Pengaruh digital marketing dan citra merek terhadap keputusan pembelian* (Skripsi).
- Aziza, A., Rahmat, T., Halimah, O. S., & Ardiansyah, I. (2024). Trends In Muslim Hijab Fashion Purchases: The Impact of Price and Quality at E-Commerce. *Iqtishaduna International Conference Proceeding*, 1, 94–100.
- Dicky Wisnu, U. R., & Indran Permana, G. (2022). *Dampak pemasaran sosial media dan citra merek terhadap niat beli*. Pustaka Peradaban.
- Dunan, H., Antoni, M. R., Redaputri, A. P., & Jayasinga, H. I. (2020). Analisis faktor-faktor yang mempengaruhi penjualan 'Waleu' Kaos Lampung di Bandar Lampung. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 17(2), 167–185. <https://doi.org/10.26487/jbmi.v17i2.10626>
- Fika, S., Widyana, S., & Batangriyan, R. (2020). Pengaruh digital marketing terhadap brand image di PT. Central Global Network. *Jurnal Bisnis dan Pemasaran*, 10(September), 1–12.
- Gumilang, R. R. (2019). Implementasi digital marketing terhadap peningkatan penjualan hasil home industri. *Coopetition: Jurnal Ilmiah Manajemen*, 10(1), 9–14. <https://doi.org/10.32670/coopetition.v10i1.25>
- Hasiholan, L. B., & Amboningtyas, D. (2021). Model pemasaran digital marketing dalam meningkatkan volume penjualan pada UMKM Kota Semarang. *Jurnal Sains Sosio Humaniora*, 5(1), 45–48. <https://doi.org/10.22437/jssh.v5i1.13142>
- Heri, H., & Sihombing, S. M. (2018). Analisis pengaruh dimensi marketing mix terhadap volume penjualan sepeda motor Honda (studi pada PT. Capella Dinamik Nusantara Riau). *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(3), 370–381. <https://doi.org/10.31842/jurnal-inobis.v1i3.44>
- Khoerul Anwar. (2021). *Pengaruh digital marketing dan citra merek terhadap keputusan pembelian* (Skripsi).
- Mallihungan, A. (2019). Analisis digital marketing terhadap kepuasan pelanggan Perusahaan Daerah Air Minum (PDAM) Tirta Jeneberang di Kabupaten Gowa. *Jurnal Bisnis dan Manajemen*, 9(1), 148–162.
- Novitasari, D. (2021). Upaya peningkatan volume penjualan di masa pandemi Covid-19 melalui optimalisasi promosi, harga, dan saluran distribusi pada pusat oleh-oleh Gudange Tahu. *Jurnal Penelitian Manajemen Terapan*, 55–63.
- Pradiani, T. (2018). Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(2), 46–53. <https://doi.org/10.32812/jibeka.v11i2.45>

- Pradiani, T., Penjualan, V., & Malang, S. (2017). *Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan. Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11, 46–53.
- Rahayu, P. (2022). *Pengaruh e-marketing terhadap volume penjualan UMKM kerupuk usek di Kelurahan Kasepuhan Kabupaten Batang. Jurnal STIE Semarang (Edisi Elektronik)*, 14(2), 34–50.
- Rahmat, T., Ashshiddiqi, M. T., & Apriliani, D. (2024). Urgency of Digital Literacy to Improving Work Readiness in the Industrial Revolution 4.0. *The Journal of Society and Media*, 8(1), 307–326.
- Rahmat, T., Hurriyati, R., & Dirgantari, P. D. (2022). SDG's and Zero Emission Vision in Indonesia: Implementation of Green Marketing and 'Green' Direct Marketing Campaign Opportunities based on Population Database. *International Journal of Nusantara Islam*, 10(1), 69–80. <https://doi.org/https://doi.org/10.15575/ijni.v10i1.22263>
- Rahmat, T., Turyadi, I., Ardiansyah, I., Supriyatna, T., Taryaman, E., Tanjung, M., Karsah, A. M., Apriliani, D., & Halimah, O. S. (2022). University 4.0 Performance: Improvement of Learning Management System Using E-ServQual Post-Covid-19 Pandemic. *4th International Conference on Innovation in Engineering and Vocational Education (ICIEVE 2021)*, 261–266.
- Rahmat, T., & Undang, G. (2020). Peranan Branding Promotion Wonderful Indonesia Pada Asean Tourism Forum (ATF) Dalam Meningkatkan Pariwisata di Indonesia. *KarismaPro*, 2(23), 69–79.
- Ratna Gumilang, R. (2019). *Implementasi digital marketing terhadap peningkatan penjualan hasil home industri. Coopetition: Jurnal Ilmiah Manajemen*, 10(1), 9–14. <https://doi.org/10.32670/coopetition.v10i1.25>
- Sasangka, I., & Rusmayadi, R. (2018). *The effect of service quality on sales volume at Mini Market Minamart'90 Bandung. Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 2(1), 129–154.
- Suciningtyas, W. (2012). *Pengaruh brand awareness, brand image, dan media communication terhadap keputusan pembelian. Management Analysis Journal*, 1(1), 1–10.
- Sumantri, D., & Rahmat, T. (2023). Increasing Tourist Intention To Visit Of Coastal And Marine Tourism Visits Through Digital Marketing. *Jurnal Manajerial*, 10(01), 81–97.
- Tjiptono, F., & Chandra, G. (2016). *Service, quality and satisfaction*. Penerbit Andi.
- Turyandi, I. (2019). *Metode penelitian*. Alfabeta.
- Winardi, J. (2019). *Manajemen perilaku organisasi* (Edisi 6). Prenada Media.