The Effect of Digital Marketing Strategy, Price, and Product Quality on Sales Performance: Evidence from Rendang Cipuik GG SMEs in Indonesia

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Abstract. This research explores how digital marketing strategy, pricing, and product quality shape sales performance in Rendang Cipuik GG, a traditional small and medium-sized enterprise (SME) in Lima Puluh Kota Regency, Indonesia. Using a quantitative explanatory design, the study collected primary data from 100 consumers through a structured questionnaire and analyzed the responses using multiple regression and structural equation modeling with partial least squares (SEM-PLS). The findings show that both digital marketing strategy and product quality positively and significantly impact sales performance, while pricing did not have a significant individual effect on consumer purchasing decisions. However, when considered collectively, these three variables—digital marketing strategy, price, and product quality—jointly influence sales outcomes in a statistically significant way. These results highlight the importance of digital transformation for SMEs in heritage-based culinary industries, suggesting that modern consumers prioritize authenticity, consistent quality, and engaging digital marketing over price. The study contributes to SME marketing literature by integrating these three elements into a comprehensive framework for understanding sales performance, and provides practical guidance for SME owners and entrepreneurs, emphasizing that investment in digital platforms, product authenticity, and quality consistency are key strategies for maintaining competitiveness in the digital economy.

Keywords: Digital Marketing; Pricing; Product Quality; Sales Performance; SME.

1. INTRODUCTION

Sales performance is a critical indicator of business sustainability, particularly for small and medium-sized enterprises (SMEs) operating in competitive markets. It refers to the measurable outcomes of marketing and operational strategies, typically assessed through dimensions such as sales volume, revenue growth, market share, transaction frequency, and customer repeat purchases (Kotler & Keller, 2020). For SMEs in the culinary sector, sales performance does not merely reflect financial gain but also the effectiveness of product positioning and consumer acceptance (Lupiyoadi, 2020). In the post-pandemic era, maintaining and improving sales performance has become a primary challenge, as consumer demand has shifted towards digital channels while purchasing power remains volatile (Odoom et al., 2020). This dynamic condition makes sales performance an outcome that integrates multiple factors, including marketing strategy, pricing, and product quality. Therefore, sales performance is not only a dependent variable in marketing research but also a central construct that links organizational strategies with market competitiveness (Wiweko & Anggara, 2025).

Building on this perspective, sales performance provides the foundation to examine how SMEs, such as Rendang Cipuik GG in Indonesia, adapt to contemporary marketing landscapes.

Consumer behavior in Indonesia, similar to many developing economies, has significantly shifted from offline to online purchasing over the last five years (Li et al., 2021). The adoption of social media, marketplaces, and digital platforms has transformed the way customers discover, evaluate, and purchase products. This trend has also influenced traditional culinary SMEs, which now must compete not only on taste and cultural authenticity but also on digital presence and market accessibility (Chaffey & Ellis-Chadwick, 2020). Rendang, a Minangkabau culinary heritage, has been adapted into packaged ready-to-eat products, allowing it to penetrate wider markets. Rendang Cipuik GG, located in Lima Puluh Kota Regency, is one example of a local SME striving to integrate traditional values with modern marketing. However, sales performance fluctuated between 2022–2024, reflecting challenges in maintaining consistent demand amid rising competition.

Table 1. Illustrates the Sales Trend of Rendang Cipuik GG in the Last Three Years.

Year	Price per Package (IDR)	Number of Orders	Sales Revenue (IDR)	Percentage Contribution (%)
2022	15,000	579	8,685,000	28.3%
2023	20,000	420	8,220,000	26.8%
2024	20,000	688	13,760,000	44.8%
Total			30,665,000	100%

Source: Rendang Cipuik GG (2024)

The data indicate that in 2022 sales were relatively high with 579 orders, contributing 28.3% to total revenue. However, in 2023, the number of orders decreased to 420 despite a price adjustment to IDR 20,000, leading to lower revenue contribution (26.8%). Interestingly, in 2024, sales rebounded significantly with 688 orders and a revenue share of 44.8%. This trend suggests that intensified digital marketing strategies, coupled with competitive pricing and consistent product quality, have the potential to enhance consumer purchasing decisions and increase overall sales performance. The urgency of this research lies in identifying key marketing determinants—digital marketing strategies, pricing, and product quality—that can explain sales dynamics in culinary SMEs (Sharabati, 2024). Without strategic adaptation, SMEs risk losing competitiveness, especially when consumer spending power remains constrained in the post-pandemic context (Dwivedi et al., 2021).

Digital marketing is defined as the strategic use of digital channels—such as websites, social media, search engines, online advertising, and instant messaging—to communicate

value propositions, strengthen brand awareness, and drive sales conversions (Chaffey & Ellis-Chadwick, 2020). For SMEs with limited promotional budgets, digital marketing offers cost efficiency, measurable outcomes, and broader market reach (Kotler & Keller, 2020). Recent studies confirm that digital marketing adoption significantly enhances SMEs' competitiveness, particularly in the culinary industry, by fostering customer engagement and brand loyalty (Wiweko & Anggara, 2025; Santi & Widyaningrum, 2021). However, the academic literature reveals a research gap: most studies on digital marketing focus on e-commerce platforms or service-based businesses, while few examine its role in traditional packaged foods such as rendang (Dwivedi et al., 2021). The novelty of this research lies in positioning digital marketing not only as a promotional tool but as a cultural mediator that communicates heritage products to modern consumers (Nguyen et al., 2021). In this context, Rendang Cipuik GG leverages Instagram, WhatsApp Business, and online marketplaces to bridge traditional authenticity with digital visibility.

Price remains one of the most influential factors in consumer decision-making, as it reflects both economic value and perceived product quality (Kotler & Armstrong, 2021). In consumer behavior theory, price fairness—defined as the degree to which consumers perceive a price as justifiable compared to benefits received—significantly influences purchase intentions and satisfaction (Tan et al., 2025). For SMEs in the food sector, competitive pricing strategies can increase affordability and attract wider consumer segments, especially during periods of weakened purchasing power (Levrini & Masiero, 2021). Nevertheless, prior studies show a research gap: pricing research in food marketing has predominantly examined online food delivery services or franchise-based fast-food businesses (Ailawadi & Farris, 2020). Few empirical studies have addressed how price strategies interact with digital marketing and product quality in local culinary SMEs. The novelty of this study lies in testing whether competitive pricing in traditional packaged food, such as rendang, continues to play a decisive role in sales performance when consumers also evaluate digital presence and perceived quality. Thus, examining the impact of price on Rendang Cipuik GG offers both theoretical and practical contributions

Product quality is a multidimensional construct that encompasses performance, conformance to standards, durability, reliability, aesthetics, and perceived value (Tjiptono, 2020). In the food industry, specific indicators include taste, texture, hygiene, packaging, and shelf life, which collectively shape consumer trust and loyalty (Uzir et al., 2020). Prior research emphasizes that high product quality directly contributes to customer satisfaction and repeat purchases, making it a critical determinant of long-term sales performance (Akhtar et al.,

2021). However, most studies have analyzed product quality in isolation or alongside service quality, with limited attention to its interaction with digital marketing and pricing in SMEs (Nguyen et al., 2021). This creates a research gap in understanding how product quality integrates with other marketing variables in determining sales outcomes. The novelty of this study is its simultaneous testing of product quality with digital marketing and price, offering a holistic model for SMEs selling packaged traditional foods. In the case of Rendang Cipuik GG, consistent taste, hygienic packaging, and durable shelf life are positioned as quality signals that strengthen consumer purchase decisions in both local and online markets.

Despite the growing body of literature on SME marketing, several gaps remain. First, empirical studies on SMEs in the culinary heritage sector are still limited, as most focus on mainstream retail or service industries (Dwivedi et al., 2021). Second, prior research tends to examine digital marketing, pricing, and product quality separately, while few studies analyze their simultaneous impact on sales performance in a single integrative model (Sharabati, 2024). Third, existing research rarely contextualizes these variables within traditional packaged food businesses that embody cultural values, such as rendang. Against this backdrop, the novelty of this study lies in its integration of three critical variables—digital marketing, price, and product quality—to explain sales performance in a traditional culinary SME. Furthermore, this research situates itself in the unique context of Rendang Cipuik GG, which embodies both cultural heritage and modern adaptation. The findings are expected to enrich theoretical discourse by extending marketing frameworks into heritage-based SMEs while also providing practical insights for SMEs navigating digital transitions.

The primary purpose of this study is to analyze the effects of digital marketing strategies, price, and product quality on sales performance in Rendang Cipuik GG, Lima Puluh Kota Regency. Specifically, the research investigates both the partial and simultaneous impacts of these variables to determine their relative significance in driving sales. From a practical standpoint, the urgency of this study lies in providing local culinary SMEs with actionable strategies to strengthen competitiveness in an increasingly digital and crowded marketplace. By identifying which factors most significantly influence sales, SMEs can prioritize resource allocation, refine marketing strategies, and enhance product value propositions. From a theoretical standpoint, this research contributes to the literature on SME marketing by contextualizing digital marketing, pricing, and product quality in the heritage food sector. Moreover, it highlights how traditional products can leverage digital transformation to achieve sustainable growth. Ultimately, this study addresses both the academic gap and the pressing practical need for SMEs to adapt effectively in the post-pandemic digital economy

2.   THEORETICAL REVIEW

Sales Performance

Sales performance represents the measurable outcome of marketing activities and business operations, reflecting the ability of firms to generate revenue and achieve market growth. Kotler and Keller (2020) define sales performance as the extent to which marketing strategies are translated into actual consumer purchases, typically measured by sales volume, revenue, growth rate, accccchmj;lk,/nd market share. For SMEs, especially in the food sector, sales performance is not only an economic indicator but also a determinant of competitiveness and sustainability in dynamic markets (Lupiyoadi, 2020).

Research shows that SMEs' sales performance is significantly shaped by marketing-related factors such as product positioning, pricing, and the ability to leverage digital technologies (Wiweko & Anggara, 2025). Odoom et al. (2020) emphasize that in the era of digital transformation, customer engagement through online channels contributes directly to business growth and sales. Thus, sales performance can be conceptualized as the dependent variable resulting from a set of marketing strategies—digital marketing, price determination, and product quality—that together influence consumer decision-making.

Digital Marketing Strategy

Digital marketing refers to the strategic application of digital platforms such as websites, social media, search engines, and online advertising to deliver value propositions and engage customers (Chaffey & Ellis-Chadwick, 2020). For SMEs with limited budgets, digital marketing provides cost efficiency, precise segmentation, and measurable outcomes (Kotler & Keller, 2020). The interactive nature of digital platforms allows SMEs to strengthen brand identity, enhance consumer trust, and build long-term relationships (Li et al., 2021).

Several studies demonstrate that digital marketing adoption significantly improves SMEs' performance. Wiweko and Anggara (2025) found that Indonesian culinary SMEs utilizing Instagram, TikTok, and WhatsApp Business achieved higher brand visibility and sales conversions. Similarly, Sharabati (2024) confirmed that SMEs in emerging markets benefit from integrating social media and e-commerce strategies, which positively affect sales growth. However, the academic literature highlights a research gap: most prior studies have concentrated on service industries or mainstream e-commerce, with limited attention to traditional packaged food SMEs such as rendang (Dwivedi et al., 2021). Therefore, this study contributes by contextualizing digital marketing in heritage-based culinary businesses.

Price

Price plays a fundamental role in shaping consumer perceptions and purchase decisions. According to Kotler and Armstrong (2021), price represents not only the monetary cost but also a signal of product value and quality. Levrini and Masiero (2021) emphasize that price fairness—the perception that prices are consistent with the benefits received and comparable to competitors—strongly influences consumer satisfaction. In the context of food SMEs, competitive and fair pricing strategies can enhance value for money and attract repeat purchases (Tan et al., 2025).

Empirical evidence shows that while digital marketing drives visibility, price remains a critical factor in consumer choice. Ailawadi and Farris (2020) note that in multi-channel retailing, transparent and consistent pricing strategies enhance trust and reduce purchase hesitation. Nonetheless, prior studies have focused more on online food delivery and franchise fast-food businesses (Chen et al., 2021; Lee & Kim, 2022), leaving limited exploration of traditional packaged culinary SMEs. This gap underscores the importance of testing whether competitive pricing strategies in SMEs like Rendang Cipuik GG still play a decisive role when combined with digital marketing and product quality.

Product Quality

Product quality refers to the ability of a product to meet or exceed consumer expectations through attributes such as performance, durability, reliability, aesthetics, and conformance to standards (Tjiptono, 2020). In the food industry, key quality indicators include taste, texture, hygiene, packaging, and shelf life (Uzir et al., 2020). Product quality is directly linked to customer satisfaction, loyalty, and repeat purchases (Akhtar et al., 2021).

Recent studies reaffirm the strategic role of product quality in food SMEs. Nguyen et al. (2021) observed that perceived food quality significantly enhances consumer trust and reduces brand switching. Similarly, Al Halbusi et al. (2020) found that product quality mediates the relationship between brand reputation and consumer loyalty in the food and beverage industry. Yet, research that combines product quality with digital marketing and price in shaping sales performance remains scarce. This study therefore addresses a theoretical gap by integrating product quality into a holistic model of sales performance determinants in heritage-based SMEs.

Conceptual Linkages

The theoretical foundation of this study rests on marketing management theories (Kotler & Keller, 2020), consumer behavior frameworks (Kotler & Armstrong, 2021), and the service-quality paradigm (Tjiptono, 2020). These perspectives suggest that sales performance

is influenced by external marketing stimuli—digital marketing strategies, pricing, and product quality—which shape consumer perceptions and purchasing behavior.

Digital marketing increases product awareness and consumer engagement (Dwivedi et al., 2021; Wiweko & Anggara, 2025). Price provides a rational basis for evaluating value-for-money and fairness (Tan et al., 2025). Product quality creates satisfaction and loyalty, reinforcing repeat purchases (Akhtar et al., 2021). When combined, these variables are expected to exert both independent and collective effects on sales performance in SMEs.

This integrative perspective underpins the conceptual framework of this study, which hypothesizes positive relationships between digital marketing, price, product quality, and sales performance in Rendang Cipuik GG.

3.   RESEARCH METHODOLOGY

Research Design

This study adopts a quantitative research design with an explanatory approach, aiming to examine the causal relationships between digital marketing strategy, price, product quality, and sales performance. A cross-sectional survey was employed to collect primary data from respondents within a specific time frame, allowing the measurement of variables and the testing of hypotheses simultaneously (Creswell & Creswell, 2020). The explanatory design is appropriate because it not only describes existing conditions but also tests the direction and magnitude of the relationships among the research variables.

Population and Sample

The population of this study consists of customers who have purchased Rendang Cipuik GG products in Lima Puluh Kota Regency, Indonesia, during the period 2022–2024. Because the exact number of customers is difficult to determine, the sample size was calculated using the Cochran formula for unknown populations, ensuring adequate statistical power (Sekaran & Bougie, 2020). A purposive sampling technique was employed to select respondents who had purchased Rendang Cipuik GG at least twice, ensuring familiarity with the product and marketing strategies. Based on the calculation and practical considerations, a total of 100 respondents were targeted as the representative sample.

Data Collection Method

Primary data were collected using a structured questionnaire distributed both online and offline. The online survey was disseminated through WhatsApp and Instagram platforms, while offline surveys were conducted at the Rendang Cipuik GG outlet. Respondents were informed about the research purpose and assured of confidentiality. Data collection took place

over a four-week period in mid-2024. The survey was designed using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which is widely used for measuring perceptions in marketing research (Hair et al., 2020).

Research Instrument and Measurement

The questionnaire used in this study was carefully developed based on established constructs from previous peer-reviewed research to ensure validity and reliability. The construct of digital marketing strategy (X1) was measured through indicators including social media marketing, online advertising, interactive communication, and marketplace usage, as suggested by Dwivedi et al. (2021) and Wiweko and Anggara (2025). The construct of price (X2) was assessed using indicators of affordability, fairness, competitiveness, and value for money, drawing from the frameworks of Kotler and Armstrong (2021) and Tan et al. (2025). Meanwhile, product quality (X3) was measured by consumer perceptions of taste, hygiene, packaging, durability, and overall satisfaction, in line with the work of Akhtar et al. (2021) and Uzir et al. (2020). Finally, the dependent variable of sales performance (Y) was operationalized using indicators such as sales volume, revenue growth, customer retention, and repeat purchases, adapted from Kotler and Keller (2020) and Odoom et al. (2020). Each variable was translated into four to five items, resulting in a total of 18 measurement items across all constructs. All items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which is widely applied in marketing research for capturing attitudes and perceptions.

Data Analysis Technique

The collected data were processed using SPSS and SmartPLS software. Descriptive statistics were used to summarize respondent profiles and variable distributions. Inferential analysis was conducted using multiple linear regression to test the partial and simultaneous effects of digital marketing, price, and product quality on sales performance. Additionally, structural equation modeling (SEM-PLS) was employed to validate measurement models (validity and reliability) and test the structural model (hypotheses). This dual analytical approach provides robust insights into both measurement properties and causal relationships (Hair et al., 2021).

Validity, Reliability, and Ethical Considerations

The research instrument was subjected to validity and reliability testing. Content validity was ensured by adapting measurement items from peer-reviewed studies. Construct validity was examined through factor loadings in SEM, while reliability was tested using Cronbach's Alpha and Composite Reliability, with thresholds set at >0.70 (Hair et al., 2021).

Ethical considerations were strictly followed, including informed consent, voluntary participation, and respondent anonymity. The research design and procedures adhered to academic ethical standards for business and management research (Saunders et al., 2019).

4. RESULTS AND DISCUSSION

The data were analyzed using multiple linear regression to examine the effects of digital marketing strategy, price, and product quality on sales performance at Rendang Cipuik GG. Prior to hypothesis testing, validity and reliability analyses were conducted, confirming that all measurement items were valid with factor loadings above 0.70 and reliable with Cronbach's Alpha and Composite Reliability values exceeding 0.70. Furthermore, classical assumption tests (normality, multicollinearity, and heteroscedasticity) indicated that the regression model satisfied statistical requirements.

The regression analysis revealed that the digital marketing strategy variable (X1) had a positive and significant effect on sales performance ($p < 0.05$). Similarly, product quality (X3) demonstrated a positive and significant effect on sales performance ($p < 0.05$). In contrast, the price variable (X2) did not have a significant effect on sales performance ($p > 0.05$). Meanwhile, the F-test indicated that all three independent variables simultaneously had a significant impact on sales performance ($p < 0.05$). The coefficient of determination (R^2) suggested that the model explained a substantial proportion of variance in sales performance, indicating its robustness in predicting sales outcomes at Rendang Cipuik GG.

The findings confirm that the adoption of digital marketing strategies significantly enhances sales performance in culinary SMEs, consistent with prior studies by Wiweko and Anggara (2025) and Sharabati (2024), who emphasized that digital tools such as social media and e-commerce platforms improve visibility, customer engagement, and purchasing decisions. In the context of Rendang Cipuik GG, digital marketing through Instagram and WhatsApp Business has expanded market reach and increased sales conversions, demonstrating the critical role of digital adaptation for heritage-based SMEs.

Product quality also emerged as a significant determinant of sales performance, aligning with the findings of Akhtar et al. (2021) and Uzir et al. (2020). Taste, hygiene, packaging, and durability are crucial in building consumer trust and ensuring repeat purchases in the food industry. For Rendang Cipuik GG, maintaining consistent product quality strengthens brand credibility and secures long-term customer loyalty, thereby positively influencing sales performance.

Interestingly, price did not have a significant effect on sales performance. This result diverges from the traditional marketing perspective, where price is often a decisive factor in purchase behavior (Kotler & Armstrong, 2021). One possible explanation is that consumers of heritage-based products such as rendang prioritize quality and authenticity over price considerations. This supports the argument by Levrini and Masiero (2021) that in certain cultural and premium food markets, product quality signals outweigh price sensitivity. Therefore, although competitive pricing remains relevant, it may not be the primary driver of consumer decisions in niche traditional culinary products.

The simultaneous influence of digital marketing, price, and product quality on sales performance emphasizes the importance of integrating marketing strategies. While price may not individually affect sales, it contributes to the overall perception of value when combined with strong digital presence and superior product quality. This finding contributes to the theoretical discourse by suggesting that consumer behavior in traditional culinary SMEs is shaped by a combination of digital engagement and product excellence rather than cost considerations alone.

5. CONCLUSION AND IMPLICATIONS

This study analyzed the effects of digital marketing strategy, price, and product quality on sales performance at Rendang Cipuik GG, a traditional culinary SME in Lima Puluh Kota Regency, Indonesia. The findings demonstrate that digital marketing strategy and product quality significantly and positively influence sales performance, while price does not exert a significant effect. Nevertheless, the simultaneous test confirmed that the three independent variables collectively affect sales outcomes, underscoring the importance of integrating marketing strategies. Theoretically, the study contributes to SME marketing literature by contextualizing digital marketing and product quality within heritage-based food businesses, suggesting that authenticity and product excellence outweigh price sensitivity in consumer purchasing decisions.

From a practical perspective, the results highlight that SMEs should prioritize digital marketing initiatives and continuous improvement of product quality to enhance competitiveness and sales performance. While price competitiveness remains relevant, a value-based pricing approach that communicates authenticity and superior quality may be more effective than competing solely on cost. Policymakers and SME development agencies can draw from these insights to design training and capacity-building programs that enhance SMEs' digital literacy and product innovation. Although limited to one SME and a cross-

sectional design, this study opens avenues for future research to broaden the sample across regions, adopt longitudinal approaches, and incorporate moderating or mediating variables such as trust, loyalty, and cultural values for a more comprehensive understanding of SME sales performance.

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