

The Impact of Social Media Usage on Product and Service Sales Growth

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INFORMASI ARTIKEL

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Penggunaan Media Sosial dan Strategi Pemasaran Digital terhadap peningkatan penjualan, dengan secara spesifik menyelidiki peran mediasi Kepercayaan Konsumen pada pelaku UMKM. Permasalahan utama yang diangkat adalah inkonsistensi hubungan langsung antara aktivitas media sosial dan kinerja penjualan, yang mengindikasikan perlunya mekanisme intervensi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden UMKM. Analisis data dilakukan dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa Strategi Pemasaran Digital dan Kepercayaan Konsumen secara individual berpengaruh signifikan terhadap pertumbuhan penjualan. Namun, pengaruh langsung Penggunaan Media Sosial sendiri ditemukan tidak signifikan. Secara kolektif, model ini menjelaskan 78% variasi pertumbuhan penjualan. Krusialnya, Kepercayaan Konsumen terbukti berfungsi sebagai variabel Mediasi Penuh (Full Mediation), yang berarti pengaruh media sosial harus sepenuhnya melewati kepercayaan untuk meningkatkan penjualan. Temuan ini menekankan bahwa investasi strategis dalam praktik digital yang transparan dan responsif, yang berfokus pada pembangunan kepercayaan, adalah kunci utama pendorong penjualan, bukan hanya kuantitas posting.

ABSTRACT

This study aims to analyze the influence of Social Media Usage and Digital Marketing Strategies on sales growth, specifically investigating the mediating role of Consumer Trust among MSME actors. The main issue addressed is the inconsistency of the direct link between social media activity and sales performance, suggesting the necessity of an intervening mechanism. A quantitative approach was employed, using a survey method involving 100 MSME respondents. Data analysis was conducted using multiple linear regression. The results show that Digital Marketing Strategies and Consumer Trust individually have a significant influence on sales growth. However, the direct influence of Social Media Usage alone was found to be non-significant. Collectively, the model explains 78% of the sales growth variation. Crucially, Consumer Trust is proven to function as a Full Mediating variable, meaning the influence of social media must completely passthrough trust to increase sales. This finding emphasizes that strategic investment in transparent and responsive digital practices, focused on building trust, is the key driver for sales, rather than merely post quantity.

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1. INTRODUCTION

In the continuously evolving digital era, social media has become one of the main instruments in marketing strategies, especially for Micro, Small, and Medium Enterprises (MSMEs). The shift in consumer behavior, which increasingly relies on the internet and social media, has opened up significant opportunities for business actors to reach a broader market more efficiently (Afriani et al., 2022; Waki'ah & Prasetyo, 2024). Social media no longer functions solely as a communication tool but has evolved into an interactive marketing channel that strengthens the relationship between producers and consumers (Anggraini et al., 2024; M. Sari & Mawardah, 2021). Features such as Instagram Stories, TikTok For Business, and WhatsApp Business promote customer engagement and significantly enhance brand awareness (Rahmah et al., 2022; Novianti & Nuraini, 2023). Moreover, the real-time and flexible nature of social media provides advantages in building sustained interaction and communication with consumers (Rosalia, 2025).

The Impact of Social Media Usage on Product and Service Sales Growth, Evelyn, F.Y

Digital marketing strategies through social media demand more than just a presence on the platform; the quality and consistency of content also become essential. MSMEs that regularly publish engaging content and actively interact with their followers demonstrate higher sales growth (Afriani et al., 2022; Kusnandar & Sutrisno, 2023). Business actors who utilize TikTok and Instagram Reels for short, interactive content have been recorded to experience up to a 40% increase in revenue (Waki'ah & Prasetyo, 2024). In addition, digital assistance focusing on visual content and storytelling can significantly enhance MSME sales, as evidenced by the study of Anggraini et al. (2024) on Jejukutan business actors. The use of customer testimonials and authentic promotional videos also increases consumer interest (Sari & Mawardah, 2021). Furthermore, social media provides access to consumer behavior analytics through analytical features, allowing business actors to develop more personalized and targeted promotional strategies (Rahmah et al., 2022; Wang et al., 2025).

On the other hand, the increasing number of business actors using social media has led to intense digital competition, making innovation, originality, and differentiation crucial in attracting consumer attention (Hasibuan, 2019; Muhiba, 2020). Nevertheless, these challenges indicate that mere presence or posting frequency on social media is insufficient to guarantee sales growth. The effectiveness of digital strategies heavily relies on non-technical factors, particularly the quality of relationships and credibility.

This gap highlights the need for a deeper understanding of the internal mechanisms (mediating variables) that bridge digital efforts with sales outcomes. Several previous studies have shown inconsistent results regarding the direct relationship between Social Media Usage and revenue, reinforcing the hypothesis of an intervening factor. In the context of Micro, Small, and Medium Enterprises (MSMEs), this mechanism is closely related to Consumer Trust. Trust serves as the primary prerequisite that determines whether interactions on social media will lead to purchasing decisions. Once consumers trust a brand, they are more easily influenced by digital marketing strategies. Therefore, this study aims to fill this gap by specifically examining the role of Consumer Trust as a crucial mediating variable that determines the influence of Digital Marketing Strategies and Social Media Usage on MSME Sales Growth.

This study provides a theoretical contribution by validating Consumer Trust as a key mechanism mediating digital efforts and business performance, an aspect under-explored in the MSME context. Furthermore, these findings offer essential managerial implications for MSME actors in formulating marketing strategies that focus more on relationship quality and credibility. The remainder of this paper is structured as follows. Section II presents the literature review and hypothesis development, Section III explains the research methodology, Section IV presents the results and discussion, and the paper concludes with conclusions and recommendations.

2. LITERATURE REVIEW

2.1 Social Media

Social media is one of the key elements in modern digital marketing strategies, especially for Micro, Small, and Medium Enterprises (MSMEs). With its wide reach and relatively low cost, social media provides business actors with the opportunity to introduce products, interact with customers, and rapidly increase brand awareness (Jumadi & Mustofa, 2022). Through interactive features such as comments, direct messages, and live streaming, entrepreneurs can establish two-way communication with consumers, thereby creating more personal and sustainable relationships (Munaiseche et al., 2022; Rosalia, 2025). On the other hand, social media also allows business actors to tailor content based on the characteristics and preferences of their audience. This is highly beneficial for increasing engagement and attracting consumer purchase interest, especially through visual approaches such as Instagram Reels, TikTok videos, and YouTube Shorts (Waki'ah & Prasetyo, 2024; Anggraini et al., 2024). Mustika dan Maulidah (2023) emphasize that informative, authentic, and consistent content can strengthen brand identity and enhance customer loyalty. Platforms such as WhatsApp Business also play a crucial role in speeding up customer responses and maintaining close relationships. Therefore, the better social media is utilized, the greater the potential for increasing product or service sales.

2.2 Digital Marketing Strategy

Digital marketing strategy is a systematic plan for managing various digital channels, including social media, to effectively reach the target market. According to Muhiba (2020), this strategy involves understanding the behavior of digital consumers, selecting the appropriate platform, and managing engaging content. Yulianti and Fahmi (2022) show that business actors who use interactive content and personalized messages experience a significant increase in customer engagement. A good digital strategy not only focuses on promotion but also on strengthening long-term relationships with consumers. This can be achieved through storytelling, interactive campaigns, and collaborations with relevant influencers (Sari & Mawardah, 2021). In addition, the use of social media analytics allows business actors to analyze content effectiveness, evaluate consumer behavior, and develop more measurable strategies (Rahmah et al., 2022). An appropriate strategy also enhances consumer trust and helps businesses survive in increasingly competitive environments.

2.3 Trust

Consumer trust is a key element in driving purchase intentions and fostering long-term loyalty. In the context of digital marketing, trust is built through transparency, consistent information, and responsive interactions (Prayogo, 2020). Social media plays a crucial role in strengthening this trust by providing consumers with space to view reviews, inquire directly about products, and read testimonials from other users (Mahendra & Santoso, 2023). In another study, trust is proven to be a mediating variable that bridges marketing strategies and purchasing decisions (Wahyuni & Puspita, 2023). Authentic content, such as behind-the-scenes footage, customer testimonials, and prompt responses to complaints or inquiries, directly contributes to positive brand perception. Consumers who feel valued and heard tend to be more loyal and are more likely to make repeat purchases, thereby enhancing sustainable sales (Setiono & Rahayu, 2022).

2.4 Sales Growth

Sales growth is the ultimate goal of various marketing strategies, including the use of social media and the strengthening of consumer trust. Research by S. S. & Lestari (2022) shows that consistent utilization of social media can increase transaction volume and expand market segmentation. Factors such as the number of followers, engagement rate, and the quality of uploaded content significantly influence purchasing decisions. Additionally, according to Sari et al. (2023), the ability of business actors to leverage consumer behavior data from social media can help in formulating more personalized, relevant, and needs-based offer strategies. With the right approach, social media can serve as a tool not only for reaching new consumers but also for strengthening relationships with existing customers. Therefore, sales growth can be achieved through the synergy between effective digital strategies, strong consumer trust, and the optimization of social media content.

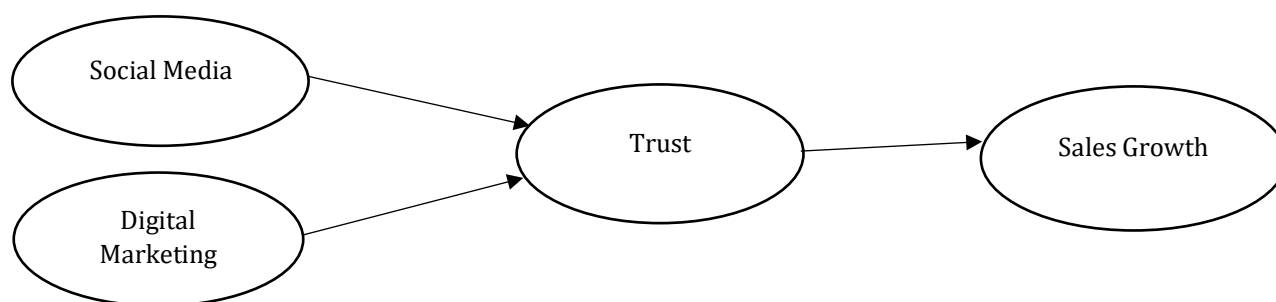


Figure 1. Research model

2.5 Hypothesis Development

2.5.1 Hypothesis 1 (X2 -> Y): The Influence of Digital Strategy on Sales

Digital Marketing Strategy (X2) encompasses measured content planning, the use of analytic features, and personalized approaches. An organized strategy ensures that marketing messages are relevant and accurately targeted, which correlates directly with an increase in transactional volume. Success in managing digital channels can reduce customer acquisition costs and expand market reach, thereby directly promoting Sales Growth (Y). Unlike mere platform presence, a deliberate strategy translates directly into efficient conversion rates and measurable revenue gains.

Based on the above description, Hypothesis 1 is:

H1: Digital Marketing Strategy has a significant and positive influence on Sales Growth.

2.5.2 Hypothesis 2 (M -> Y): The Influence of Trust on Sales

Consumer Trust (M) is a crucial non-financial asset. In the highly uncertain digital environment, Trust is built through transparency, information consistency, and responsive interaction. Consumers who trust a brand are more likely to be loyal, make repeat purchases, and influence others' purchasing decisions, ultimately leading to sustainable Sales Growth (Y). Trust serves to mitigate perceived risk in online transactions, acting as a powerful antecedent to purchasing behavior and long-term customer relationships.

Based on the above description, Hypothesis 2 is:

H2: Consumer Trust has a significant and positive influence on Sales Growth.

2.5.3 Hypothesis 3 (X1 -> M): Social Media Usage and Trust Formation

Social media platforms facilitate immediate and direct communication between MSMEs and their consumers, forming the basis for relationship building. Consistent presence (X1), paired with open engagement and the sharing of authentic content (e.g., customer testimonials and behind-the-scenes), contributes directly to the perception of brand transparency and reliability. This direct interaction is vital for converting platform usage into Consumer Trust (M).

Based on the above description, Hypothesis 3 is:

H3: Social Media Usage has a significant and positive influence on Consumer Trust.

2.5.4 Hypothesis 4 (X2 -> M): Digital Strategy and Trust Formation

Digital Marketing Strategy (X2) is the intentional and systematic application of marketing principles across digital channels. Strategies that prioritize personalized messaging, rapid response times, and the use of analytics to tailor offerings signal competence and care to the consumer. This professional and consumer-centric approach significantly lowers consumer uncertainty and reinforces the perception of brand professionalism and trustworthiness (M).

Based on the above description, Hypothesis 4 is:

H4: Digital Marketing Strategy has a significant and positive influence on Consumer Trust.

2.5.5 Hypothesis 5 (Mediation): The Role of Trust between SM and Sales Growth

In the digital landscape, the link between simply using social media (X1) and achieving sales results (Y) is often found to be indirect or weak. This gap suggests that the energy invested in platform presence must be processed through a cognitive mechanism before a transaction occurs. Trust (M) acts as this mechanism; social media presence must first establish credibility and reduce risk perception (M) before a purchase decision (Y) is finalized. This mediation chain is especially relevant in emerging markets where digital credibility is a key hurdle for MSMEs.

Based on the above description, Hypothesis 5 is:

H5: Consumer Trust mediates the influence of Social Media Usage on Sales Growth.

2.5.6 Hypothesis 6 (Mediation): The Role of Trust between DM and Sales Growth

Digital Marketing Strategy (X2) is the organizational competence that drives consistent engagement. The execution of a high-quality strategy is intended to be the stimulus that triggers consumer confidence. When a strategy successfully delivers transparent content and consistent responsiveness, it creates Trust (M). This Trust then becomes the primary determinant for the purchase outcome (Y). Therefore, the success of a robust digital strategy relies significantly on its ability to effectively cultivate and leverage Consumer Trust.

Based on the above description, Hypothesis 6 is:

H6: Consumer Trust mediates the influence of Digital Marketing Strategy on Sales Growth.

3. METODOLOGY

3.1 Research Design

This research employed a quantitative approach with a causal survey method. The quantitative approach was chosen because it aims to test hypotheses, identify patterns, and measure the causal relationship between variables based on numerical data. According to Sugiyono (2021), the quantitative approach is a method grounded in positivism philosophy, used for researching a specific population or sample. The survey method was used to collect data from a sample population to make generalizations about the relationship between variables. In this context, the study sought to measure the influence of Social Media Usage (X1) and Digital Marketing Strategy (X2) on Sales Growth (Y), while testing the mediating role of Consumer Trust (M). Data was collected using a cross-sectional approach, where data is gathered at a single point in time, providing an advantage for objective and systematic data processing.

3.2 Population and Sample

The population in this research consists of all Micro, Small, and Medium Enterprise (MSME) actors who actively operate and use social media as a promotional tool in the Pontianak, West Kalimantan area. Sugiyono (2021) defines a population as a generalization area consisting of objects or subjects with specific qualities and characteristics determined by the researcher. The sample is a portion of the population's size and characteristics. Anto (2021) clarifies that the sample is considered the entirety of the research subjects when the researcher intends to study all elements within it. The research sample amounted to 100 respondents who are MSME actors, which is considered adequate for multiple regression statistical analysis. The sampling technique used was Purposive Sampling, a non-probability technique that relies on the researcher's judgment in selecting subjects who possess specific criteria relevant to the research objectives. The specific criteria used for the respondents (MSME actors) are:

1. MSME actors operating in the Pontianak, West Kalimantan area.
2. Have been running their business for a minimum of 1 year.
3. Actively use at least one social media platform (Instagram, TikTok, or Facebook) as their primary promotional medium.
4. Have conducted product or service transactions (sales) directly through social media (e.g., via WhatsApp Business, Instagram/TikTok Shop checkout features, or Direct Message).
5. Have regularly uploaded promotional/interactive content (a minimum of 5 times) within the last three months, supporting the relevance of digital activity during the study period.

3.3 Data Collection Method and Instruments

Primary data was collected using an online questionnaire created via Google Forms and distributed digitally. Each statement in the questionnaire utilized a five-point Likert scale. This scale is used to measure respondents' perceptions,

attitudes, and evaluations of the research variables, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). Before the main data analysis, the research instrument was tested through Validity Testing (to measure the accuracy of the instrument in measuring the intended concept) and Reliability Testing (to ensure the consistency and stability of the measurement results). The indicators for the research instrument were adapted from validated previous studies as follows:

1. Social Media Usage (X1) was adapted from Michaelidou et al. (2011) and Schaupp & Bélanger (2014).
2. Digital Marketing Strategy (X2) was adapted from Kotler & Keller (2016), focusing on aspects of content quality, targeting, and interaction management.
3. Consumer Trust (M) was adapted from dimensions found in Kotler & Keller (2016) and the study by Rosidah & Sudarwanto (2016).
4. Sales Growth (Y, measured perceptually) was adapted from Picoto et al. (2012) and Schaupp & Bélanger (2014), focusing on increased transactions and market expansion.

3.4 Data Collection Method

The collected data was processed using the Statistical Product and Service Solutions (SPSS) software. Prior to hypothesis testing, the crucial Classical Assumption Tests were conducted to ensure the linear regression model fulfilled statistical requirements, including Normality, Multicollinearity ($VIF < 10$), and Heteroscedasticity ($Sig. > 0.05$). Once assumptions were met, the research proceeded with Multiple Linear Regression Analysis, which, according to Ghozali (2021), is used to test the influence of independent variables (X) on the dependent variable (Y). This regression analysis covers the examination of influence simultaneously (F Test) and partially (T Test). Finally, to test the mediation hypotheses ($X \rightarrow M \rightarrow Y$), Mediation Analysis was employed using a Path Analysis approach (or the Sobel/Baron and Kenny method), aiming to verify the role of Consumer Trust (M) in significantly bridging Digital Marketing Strategy and Social Media Usage to Sales Growth.

4. RESULTS

4.1 Respondent Profile

This study involved 100 MSME respondents. Based on the collected data, 36 respondents (36%) were male, while the majority, 64 respondents (64%), were female. The dominance of female respondents (64%) in this research sample aligns with national trends in Indonesia. Data from the Central Statistics Agency (BPS) and the Ministry of Cooperatives and SMEs indicate that more than 64% of MSME actors in Indonesia are women. This confirms the sample's relevance as women often hold key roles in micro-enterprises active on social media.

Table 1 Demographic Characteristics

Profile	n	%
<i>Gender</i>		
Man	36	36
Woman	64	64
Total	100	100

Source: Data Processing, 2025

4.2 Validity and Reliability

Validity and reliability tests were conducted to ensure the research instrument was fit for data collection. Validity refers to the extent to which an instrument is able to measure what it is intended to measure; Sugiyono (2021) emphasizes that a valid instrument will yield accurate data that aligns with the research objectives. Meanwhile, Reliability relates to the consistency of measurement results, where Arikunto (2021) states an instrument is considered reliable if it produces stable and consistent data. Based on Table 2, the test results indicate that all statement items for the variables Social Media Usage, Digital Marketing Strategy, Consumer Trust, and Sales Growth are declared Valid, as all correlation values ranged between 0.559 and 0.791, significantly exceeding the critical r value (or r table value). Furthermore, the reliability test confirms that all variables have very high Cronbach's Alpha values (0.943 to 0.947). Since all these values exceed the 0.70 threshold, the research instrument is declared highly reliable and can be used for further data analysis.

Table 2 Validity and Reliability Test

No	Variable	Items	Correlation	Cronbach's Alpha
1.	Social Media	SM1	.598	.946
		SM2	.712	.945
		SM3	.608	.946
		SM4	.679	.945
		SM5	.559	.947
2.	Digital Marketing	DG1	.706	.945
		DG2	.791	.943

		DG3	.625	.946
		DG4	.757	.944
		DG5	.755	.944
3.	Trust	TR1	.600	.946
		TR2	.758	.944
		TR3	.575	.947
		TR4	.572	.947
		TR5	.650	.946
4.	Sales Growth	PP1	.730	.944
		PP2	.618	.946
		PP3	.737	.944
		PP4	.713	.945
		PP5	.718	.945

Source: Data Processing, 2025

4.3 Normality Test

The Normality Test is a statistical procedure used to determine whether data are normally distributed, where a normal distribution is one of the key assumptions in parametric statistical analyses, such as regression . According to Sugiyono (2021), the purpose of the normality test is to ensure that the data analyzed meets the requirements of a normal distribution so that the test results can be trusted and are free from bias . The Normality Test in this study was conducted using the Kolmogorov-Smirnov test, with the criterion that data is normally distributed if the significance value is greater than 0.05. Based on Table 3, the Asymp. Sig. (2-tailed) value for the Unstandardized Residual is 0.200. Since the Sig. value of 0.200 is greater than 0.05, it can be concluded that the residual data is normally distributed. Thus, the normality assumption of the regression model has been fulfilled.

Table 3 Normality Test

Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.52280088
Most Extreme Differences	Absolute	.107
	Positive	.107
	Negative	-.085
Test Statistic		.107
Asymp. Sig. (2-tailed)		.200 ^{c,d}

4.4 Multicollinearity Test

The Multicollinearity Test is conducted to determine whether there is a high correlation among the independent variables in the regression model, which can compromise the accuracy of regression coefficient estimation. According to Ghozali (2021), the multicollinearity problem is detected by examining the Variance Inflation Factor (VIF), where the VIF value must be below 10, and the Tolerance value must be above 0.10. Based on Table 4, the VIF values for all independent variables (Social Media, Digital Marketing, and Trust) ranged from 3.067 to 5.226, and the Tolerance values ranged from 0.191 to 0.326. Since all VIF values are well below 10 and the Tolerance values are above 0.10, it can be concluded that the regression model is free from the multicollinearity problem, and this assumption has been fulfilled.

Table 4 Multicollinearity Test

Model		Standardized Coefficients			Collinearity Statistics	
		Beta	t	Sig.	Tolerance	VIF
1	(Constant)		6.484	.001		
	SM	-.218	-2.806	.006	.223	4.490
	DG	.127	1.517	.132	.191	5.226
	TR	-.1000	-1.537	.127	.326	3.067

Source: Data Processing, 2025

4.5 Autocorrelation Test

The Autocorrelation Test aims to determine whether there is a correlation between the error term in a linear regression model at period and the error term in the previous period. The autocorrelation problem typically occurs in time-series data, but the test is required to ensure the regression model is free from bias. According to Ghozali (2021), autocorrelation detection is performed using the Durbin-Watson (DW) test. Based on Table 5, the Durbin-Watson value obtained is 1.870. This value falls within the acceptable range between the upper limit (DU) and (4 - DU), which is

considered the autocorrelation-free range. Therefore, it can be concluded that the regression model is free from the autocorrelation problem, and the data in this study is considered appropriate for further analysis.

Table 5 Autocorrelation Test

Model	Std. Error of the Estimate	Durbin-Watson
1	.34446	1.870

Source: Data Processing, 2025

4.6 Heteroscedasticity Test

The Heteroscedasticity Test is conducted to determine whether there is an inequality in the variance of residuals within the regression model. This test is performed using the Glejser test. According to Ghozali (2021), a model is considered free from heteroscedasticity if the significance values of each variable are greater than 0.05. Based on Table 6, the significance values obtained for Social Media are 0.473, Digital Marketing are 0.261, and Trust are 0.695. Since all these significance values are greater than 0.05, it can be concluded that the regression model fulfills the assumption of homoscedasticity and is appropriate for further analysis.

Table 6 Heteroscedascity Test

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		4.737	.000
	SM	-.087	-0.721	.473
	DG	-.203	-1.131	.261
	TR	-.067	-0.397	.695

4.7 F Test

The F Test is a statistical test used to determine whether the independent variables collectively have a significant effect on the dependent variable. According to Ghozali (2021), the F Test aims to examine the overall significance of the regression model, ensuring the independent variables contribute to the variation in the dependent variable. Sugiyono (2021) adds that the model is considered statistically significant if the Significance value is less than 0.05. Based on Table 7, the F value obtained is 113.431 with a significance value (Sig.) of 0.000. Since the Significance value of 0.000 is less than 0.05, it can be concluded that Social Media Usage, Digital Marketing Strategy, and Consumer Trust simultaneously (collectively) have a significant influence on Sales Growth. This test validates that the research model is fit for use.

Table 7 F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.376	3	13.459	113.431	.000 ^b
	Residual	11.390	96	.119		
	Total	51.766	99			

4.8 T Test

The T test is a statistical test used to measure the partial (individual) influence of each independent variable on sales growth. The test is performed to examine the significance of each hypothesis, with the criterion that the influence is considered significant if the significance (sig.) value is less than 0.05. Based on Table 8 (coefficients table):

1. Influence of digital marketing strategy (DG) on sales growth: the DG variable shows a significance value of 0.000 with a t-value of 8.231. Since the sig. value of 0.000 is less than 0.05, the digital marketing strategy has a significant and positive influence on sales growth. Thus, hypothesis 2 (H2) is accepted.
2. Influence of consumer trust (TR) on sales growth: the TR variable shows a significance value of 0.013 with a t-value of 2.530. Since the sig. value of 0.013 is less than 0.05, consumer trust has a significant and positive influence on sales growth. Thus, hypothesis 3 (H3) is accepted.
3. Influence of social media usage (SM) on sales growth: the SM variable shows a significance value of 0.280 with a t-value of -1.086. Since the significance value of 0.280 is greater than 0.05, it can be concluded that social media usage has no statistically significant partial influence on sales growth. Thus, hypothesis 1 (H1) is rejected.

Table 8 T Test

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.574	.236		2.431	.017
	SM	-.092	.085	-.085	-1.086	.280
	DG	.768	.093	.769	8.231	.000
	TR	.214	.084	.212	2.530	.013

4.9 R Square Test

The coefficient of determination test is conducted to determine the collective ability of the independent variables to explain the variation in the dependent variable. Based on Table 9, the r square value is 0.780, and the adjusted r square value is 0.773. This means that 78 percent of the variation in sales growth can be simultaneously explained by social media usage, digital marketing strategy, and consumer trust. This figure confirms that the research model's ability to explain the dependent variable is very strong. The adjusted r square value of 0.773 confirms that the model remains stable. Nevertheless, the partial findings from the t test must be acknowledged, where only digital marketing strategy and consumer trust significantly contribute, while social media usage partially did not meet the statistical significance requirement.

Table 9 R Square Value

R Square	Adjusted R Square
.780	.773

4.10 Mediation Effect Analysis

The mediation test results presented in Table 10 indicate that consumer trust (trust) plays a crucial role in mediating the relationship between social media usage (SM) and digital marketing strategy (DM) on sales growth (PP). Specifically, for the mediation path SM through TR to PP (tested as hypothesis 3), the results show a significant mediation effect (sig. 0.011) with a standardized coefficient beta of 0.140. Because the direct influence of social media usage on sales growth was previously found to be non-significant (T Test), while this indirect influence is significant, full mediation is confirmed. This means that social media activity can only influence sales if it is fully mediated by its success in building consumer trust. Meanwhile, the mediation path DM through TR to PP (tested as hypothesis 4) also shows a significant mediation result (sig. 0.000) with a standardized coefficient beta of 0.138. This confirms that even though digital marketing strategy is already directly significant, consumer trust further strengthens that impact.

Table 10 Hypothesis Test

#	Relationship	Hypothesis	t	Sig.	Decision
1	SM > TR	H ₁	9.994	.011	Supported
2	DM > TR	H ₂	13.655	.000	Supported
Mediation Effect					
#	Relationship	Hypothesis	Decision	Standardized Coefficient Beta	
1	SM > TR > PP	H ₃	Mediated	0.228 x 0.612 = 0.140	
1	DM > TR > PP	H ₄	Mediated	0.192 x 0.719 = 0.138	

Source: Data Processing, 2025

5. DISCUSSION

The findings from the multiple regression analysis confirm the model's robustness, with social media usage, digital marketing strategy, and consumer trust simultaneously explaining 78% of the variation in sales growth (adjusted r square value 0.773). This strong explanatory power suggests the variables collectively contribute significantly to MSME sales performance. However, the partial results derived from the t test offer a crucial finding for MSME marketing literature. The hypothesis concerning the direct influence of social media usage (SM) on sales growth was rejected (significance value 0.280). Conversely, the direct influence of digital marketing strategy (DG) and consumer trust (TR) were found to be statistically significant (significance value 0.000 and 0.013, respectively).

The non-significant finding for social media usage (X1) suggests a fundamental shift in the digital commerce landscape: mere presence or basic activity on social media platforms is no longer a guaranteed driver of sales growth. This reinforces the premise that the volume of posting or platform existence is insufficient without underlying strategic intent. In contrast, digital marketing strategy (DG) emerged as the most dominant predictor of sales growth, having the largest standardized beta coefficient (beta 0.769 and significance value 0.000). This result strongly supports the argument that the key to sales success lies not in the platform itself, but in the systematic quality of content, the consistency of interaction, and the use of analytics to personalize marketing efforts (Yulianti and Fahmi, 2022; Rahmah et al., 2022).

The most significant theoretical contribution of this study is the validated mediating role of consumer trust (TR). The mediation test revealed that the relationship between social media usage and sales growth is a full mediation, meaning that the influence of social media must pass completely through trust to reach sales growth. This confirms the principle that transactional success in the digital marketplace is dependent on the MSME's ability to first establish credibility. Trust acts as the necessary intervening mechanism, translating the digital stimulus (SM/DG) into a positive buying response. The validated mediation implies that even the most visible social media presence must successfully build transparency and demonstrate responsiveness to the customer before it can translate into increased transaction volume (Mahendra and Santoso, 2023).

This research empirically validates that for MSMEs, digital success is built on a two-pronged approach, a strong digital marketing strategy that is powered by consumer trust. The findings reinforce the urgency of developing digital literacy among MSME actors so they can focus on quality and strategy over simple quantity of posts. The study's finding on full mediation offers a precise guide for business actors, indicating that resources should be directed toward building reliable customer relationships and prompt, transparent service, which ultimately drives sales growth.

6. CONCLUSION

The research concludes that although the overall regression model is collectively robust (explaining 78% of the variation in sales growth), the partial influence testing yielded a critical correction to the initial hypotheses. Specifically, while digital marketing strategy and consumer trust were proven to significantly influence sales, the direct influence of social media usage was found to be statistically non-significant (Sig. 0.280). The primary finding confirms that consumer trust acts as a full mediating variable between social media usage and sales growth, meaning that social media activity can only influence sales if its primary objective is achieved: building and maintaining customer credibility and transparency. This verifies that for MSME actors to achieve sustained sales growth, resources must be strategically shifted away from mere post quantity towards enhancing consumer trust, as credibility is the essential prerequisite for transaction conversion in the digital marketplace.

7. LIMITATION AND FUTURE RESEARCH

This study employed a cross sectional approach and was limited to the MSME sample in Pontianak, thus failing to capture the dynamics of consumer behavior over the long term. Additionally, external variables such as the influence of influencers and platform algorithms have not been deeply explored. These factors limit the generalizability of the findings and suggest inherent limitations due to the single point in time nature of the data collection. Therefore, future research is advised to use a mixed-methods or longitudinal approach to analyze changes in consumer behavior and sales performance over time. Furthermore, it is important for future studies to explore external or moderating variables, such as the digital literacy level of MSME owners and the specific changes in platform algorithms, which can provide a more comprehensive and contextual understanding of digital effectiveness.

8. THEORETICAL AND PRACTICAL IMPLICATIONS

8.1 Theoretical Implications

Theoretically, this study provides a significant contribution by empirically validating the mediating role of consumer trust within the digital marketing framework for MSMEs. By confirming the full mediation of trust between social media usage and sales growth, this research refines the application of the S-O-R model. It demonstrates that the efficacy of the digital stimulus (social media presence) is entirely dependent on the customer's assessment of credibility before yielding the behavioral response (sales). This challenges prior literature that often assumed a direct relationship between platform presence and business outcomes.

8.2 Practical Implications and Future Research

The practical findings offer precise guidance for MSME actors. The results suggest that resources should be strategically shifted away from merely increasing post quantity towards enhancing credibility and responsiveness. Investment must be directed towards transparency, rapid customer service, and utilizing analytics to maintain consistent brand messaging. This strategic focus on trust-building is the most reliable mechanism for converting digital engagement into sustainable sales growth. Furthermore, this study employed a cross-sectional approach and suggests future research should use a mixed-methods or longitudinal approach to analyze changes in consumer behavior and explore external or moderating variables, such as digital literacy levels of MSME owners and specific changes in platform algorithms.

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Conflict of interest

The author declare that there is no conflict of interest related to this research.

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