

# The Effect of Digital Technology and Employee Quality on Sales Volume (Case Study of PT. Indomarco Prismatama, Indomaret Poros Bungadidi)

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## Abstract

Higher competition requires companies to be able to implement strategies that can maintain and develop their companies. The success of a company in marketing its products is determined by various factors. The purpose of this study is to determine the influence of digital technology and employee quality on sales volume at PT. Indomarco Prismatama. The research method in this study is quantitative method. Data collection techniques through observation and dissemination of questionnaires. In this study, the number of samples used by 30 population respondents used in this study were employees of PT. Indomarco Prismatama. The collected data was analyzed using the IBM SPSS Statistics 20 for Windows application. based on the results of this study, digital technology (X1) has a positive and significant effect on sales volume (Y) and employee quality (X2) has no positive and insignificant effect on sales volume (Y) and digital technology (X1) and employee quality (X2) has a simultaneous influence on sales volume (Y).

Keywords: Digital Technology; quality of employees; Sales Volume

## 1. Introduction

Higher competition requires companies to be able to implement strategies that can maintain and develop their companies. The success of a company in marketing its products is determined by various factors. Companies are required to be able to maintain the quality of products and services, determine the right marketing targets, analyze target markets, and be able to provide the right services, so as to be able to achieve the targets set by the Company.

Digital technology has brought many changes in various aspects of life, especially in the economic sector. One of the regions in Indonesia that feels the influence of the development of digital technology is that in Java there is a positive correlation between the level of use of digital technology and economic growth in various countries, including Indonesia [1].

One of the reasons digital technology is very easy to develop rapidly is because it is easy to use and can be accessed almost anywhere, for example smartphones that we can take anywhere because of their relatively small and light size. With this convenience, people can now save time and cost to shop, but it is undeniable that some people prefer to shop directly or come to a store because they can see the physical of the goods they want to buy and can control the condition of the goods they want to buy so as to reduce fraud on a product.

Employee quality is employees who can do a good job, can achieve company goals and can work individually and company performance, because there is a close relationship between employee performance (individual performance) and (corporate performance) if both are done together and well intertwined then their performance will run well, employee quality can also be said to be the quality of employee work which refers to the quality of human resources [2]. The success of the company is also inseparable from the role of employees both individually and in groups [3].

## **2. Methodology**

### **2.1 Types of Research**

In this study, researchers use quantitative research methods or descriptive research, that is, research conducted to determine the value of variables, either one or more variables (independent) without making comparisons, or linking with other variables.

### **2.2 Object of Research**

The research was conducted at PT. Indomarco Prismatama or Indomaret Poros Bungadidi Trans Sulawesi Road, Bungadidi Village, Tanahlili District, North Luwu Regency, South Sulawesi Province.

### **2.3 Data Collection Sources and Techniques**

#### **2.2.1 Observation**

Observation in this study aims to see the feasibility of a location and existing aspects, observation can also be said to be the first thing to do when you want to research a company because this is a benchmark for a place to be the object of research.

#### **2.2.2 Interview**

Interviewing can be interpreted as one of the techniques that is often used to collect information or data from a person or group of people. Interviews can be conducted orally or in writing, and can be conducted by one or a group of people. This can be said to be a very important way in this research because it is one of the sources of accurate data [4].

#### **2.2.3 Questionnaire**

Questionnaire is a research instrument consisting of several questions that aim to collect information from respondents. The questionnaire can be thought of as a kind of written interview. In short, the definition of questionnaire is a technique of collecting data from a number of people or respondents through a set of questions to be answered. By providing a list of these questions, the answers obtained are then collected as data. Later, the data is processed and concluded into research results.

#### **2.2.4 Documentation**

Documentation is a data collection technique through data collection, data that has been formed, usually in the form of written goods. Documentation data collection techniques are useful for tracing historical data related to an event, social situation, or event in a particular person or group of people. In essence, documentation in the form of evidence will occur a study.

### **2.4 Research Subjects**

Purposive sampling techniques were used in this study to collect samples from various data sources with various considerations. These special considerations, such as individuals being perceived as having the highest knowledge of what is expected of them, or perhaps because of their position as authorities, will make it easier for researchers to explore the social situation or object under study.

### **2.5 Data Analysis Techniques**

Data analysis has uses for data processing. The processed data can be in the form of data obtained through the use of formulas in accordance with the research approach following existing rules. In order to provide information results that can be further analyzed on the data,

it is necessary to collect and tabulate systematically. Data analysis techniques carried out in this study include Validity Test, Reliability Test, Multiple Linear Regression Test, Determination Coefficient Test, T Test (Partial), and F Test (simultaneous).

### 3. Result and Discussion

#### 3.1. Research Site Overview

PT. Indomarko Prismatama is a business entity that houses Indomaret, one of the franchise companies in Indonesia Indomaret is a minimarket that provides a variety of basic needs and household needs whose outlets reach more than 7,868 in the territory of Indonesia. PT Indomarko Prismatama is also one of the business entities, which was built with the amount of capital stated in the articles of association. Not only that, the company's wealth is separate from the personal wealth of the company's owner, so the owner certainly has his own wealth [5].

PT Indomarko Prismatama also houses Indomaret's franchise outlets, which until now have been used as one of the national assets, in the form of a franchise retail network that excels in global competition. Initially established, Indomaret received a positive response from the community. Indomaret is one of the mini markets that is often involved in various social actions, also active in raising humanitarian funds [5].

#### 3.2. Characteristics of Respondent Profile

In this study, the author distributed questionnaires to all respondents, namely all permanent employees of PT. Indomarko Prismatama (indomaret) with 30 employees. The author works closely with the staff to conduct a comprehensive distribution to all employees. In this study, the characteristics of related respondents are divided into 3 demographic sections according to their respective profiles, namely based on age, gender, and recent education, including:

Table 1. Number and Percentage of Respondents by Age

No	Age Group	Number of Respondents	Percentage
1.	19-25 years	23	86.7%
2.	26-30 years	5	10%
3	31-35 years	2	3.3%
	Total	30	100%

Table 2. Number and Percentage of Respondents by Gender

No	Gender	Sum	Percentage
1.	Man	7	23.3%
2.	Woman	23	76.7%
	Total	30	100%

Table 3. Number and Percentage of Respondents Based on Recent Education

No	Education Level	Sum	Percentage
1.	High School Equivalent	18	56.7%

2.	S1	12	43.4%
	Total	30	100%

### 3.3 Data Quality Test

Table 4. Variable Validity Test

No.	Variable	Items	R Calculate	R Table	Information
1.	Digital Technology (X1)	X1.1	0,731	0,361	Valid
		X1.2	0,720	0,361	Valid
		X1.3	0,625	0,361	Valid
		X1.4	0,824	0,361	Valid
		X1.5	0,646	0,361	Valid
		X1.6	0,618	0,361	Valid
		X1.7	0,734	0,361	Valid
2.	Employee Quality (X2)	X2.1	0,712	0,361	Valid
		X2.2	0,850	0,361	Valid
		X2.3	0,836	0,361	Valid
		X2.4	0,779	0,361	Valid
		X2.5	0,365	0,361	Valid
		X2.6	0,718	0,361	Valid
		X2.7	0,820	0,361	Valid
		X2.8	0,757	0,361	Valid
		X2.9	0,429	0,361	Valid
		X2.10	0,500	0,361	Valid
3.	Sales Volume (Y)	Y1	0,783	0,361	Valid
		Y2	0,792	0,361	Valid
		Y3	0,865	0,361	Valid
		Y4	0,763	0,361	Valid

From the table above, it can be seen that the validity test conducted on the results of data processing using the IBM SPSS Statistics 20 for Windows application produces valid data because each item for each of the three variables has a calculated R value greater than the table R.

Table 5. Reliability Test Results of All Variables

No.	Variable	Cronbach's Alpha	Information
1.	Digital Technology	0,795	Reliable
2.	Employee Quality	0,874	Reliable

3. Sales Volume 0,810 Reliable

From the table above all items evaluated can be categorized as reliable based on the table above, where *Cronbach's Alpha* value for all statement items > 0.60.

Table 6. Coefficientsa

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.994	3.197		1.562	.130
1 Technology.Digital.X1	.592	.183	.860	3.231	.003
2 Quality.Employee.X	.124	.115	.289	1.085	.287

From the table above, it can be seen that the constant value ( $\alpha$  value) is 4.994 and for Digital Technology (B value) is 0.592 while Employee Quality (B value) is 0.124, so that a multiple linear regression equation can be obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 4.994 + 0.592X_1 + 0.124X_2 + e$$

The explanation of the results is as follows:

The constant value of Sales Volume (Y) is 4.994 which states if the variables Digital Technology (X1) and Employee Quality (X2) do not change, then this Sales Volume of 4.994 will be constant or fixed. The X1 coefficient of 0.592 with a positive sign means that there is an addition to the Digital Technology variable (X1) which results in the Sales Volume (Y) variable increasing as well. The coefficient (X2) of 0.124 with a positive sign means that there is an addition to the Employee Quality variable (X2) which results in the Sales Volume variable (Y) increasing as well.

Table 7. Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640a	.410	.366	1.323

Based on the table above, we get an adjusted R Square value (coefficient of determination) of 0.366 which means the influence of the independent variable (X) on the dependent variable (Y) is 36.6%. While the remaining 63.4% was influenced or explained by other variables that were not included in this research model.

Table 8. Coefficientsa

Type	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
	B		Beta		
(Constant)	4.994	3.197		1.562	.130
1 Technology.Digital.X1	.592	.183	.860	3.231	.003
Quality.Employee.X2	.124	.115	.289	1.085	.287

Based on the results of the coefficients table research , it can be seen that digital technology has a positive and significant effect on sales volume. The results of statistical T analysis obtained a calculated t value = 3.231 > t table 1.703 with a P Value value of 0.003 or smaller than the Cut off of 0.05. Meanwhile, based on the results of the coefficients table, the quality of employees does not have a significant effect on sales volume. Based on the results of statistical T analysis, the calculated t value = 1.085 < t table 1.703 with a P Value value of 0.287 is greater than the Cut off value of 0.05.

Table 9. ANOVAa

Type	Sum Squares	of Df	Mean Square	F	Sig.
1 Regression	32.770	2	16.385	9.367	.001b
Residuals	47.230	27	1.749		
Total	80.000	29			

Based on the table above, it is known that the calculated F value is 9.367. Because the F value is calculated 9.367 > F table 3.34, then as the basis for taking decisions in the F test it can be concluded that the hypothesis or in other words digital technology (X1) and employee quality (X2) simultaneously affect sales volume (Y).

### Discussion

Based on the results of the study, digital technology has a positive and significant effect on sales volume. The results of statistical t analysis obtained a calculated t value = 3.231 > t table 1.703 with a P Value value of 0.003 or smaller than the Cut off of 0.05. This means that digital technology has a positive and significant effect on sales volume. Until it can be said that the first hypothesis is accepted. This is in line with research saying that the digital solutions they implemented during Covid-19 significantly protect and support public health, This study uses descriptive analysis research conducted through a quantitative data approach with data analysis techniques whose research results say that the influence of digital technology on economic growth in several provinces in Java Island in 2017 – 2021, Partially, the variables of smartphone/cellular phone users, e-commerce transactions, labor, and HDI

showed significant positive results affecting economic growth in Java Island in 2017 – 2021, and research conducted said that digital marketing technology has an effect on increasing the reach of partner product marketing distribution to be wider so that sales will also increase, and have an impact on higher profits [6] [7] [8].

Meanwhile, based on the results of this study, the quality of employees does not have a significant effect on sales volume. Based on the results of statistical t analysis, the calculated t value =  $1.085 < t \text{ table } 1.703$  with a P Value value of 0.287 is greater than the Cut off value of 0.05. This means that the quality of employees does not have a positive and significant effect on sales volume, so the second hypothesis is not accepted. This is not in line with research conducted by the results of the study showing that the evaluation system does not have a partial effect on performance and the quality of employees has a partial effect on performance. Evaluation system and employee quality simultaneously affect performance, work motivation has a significant influence on employee performance, loyalty has a significant influence on employee performance, employee quality has a significant influence on employee performance, and research conducted by employee service quality has a significant effect on customer satisfaction at Alfamart Karangbong Pajajaran which dominates or affects satisfaction Consumer is the quality of employee service [9] [10].

#### 4. Conclusion

Based on the results of research that has been obtained as well as discussions or analysis related to the influence of digital technology and employee quality on sales volume, a case study at PT. Indomarco Prismatama (Indomaret) with the implementation of the path analysis method, it can be concluded the following points: Digital technology (X1) has a significant influence on sales volume (Y). The quality of employees (X2) has no significant effect on sales volume (Y). Digital technology (X1) and Employee Quality (X2) have a simultaneous influence on sales volume (Y).

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