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COMPARISON OF SALES EFFECTIVENESS OF BROMEN PRODUCTS ON DIGITAL MARKETING PLATFORMS BASED ON ADVERTISING EXPENSE

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Abstract

Sales of a product are currently mostly done online or throughdigital marketing platform.This study aims to determine Bromen product sales comparison at threedigital marketing platformsnamely Tiktok, Shopee, and Lazada based on advertising expenses, as well as the role of advertising expenses in selling Bromen products. PThis research uses ROAS as the basis for calculating sales compared to advertising expense on three digital marketing platforms (Tiktok, Shopee and Lazada). The comparative results of ROAS calculations on the three platforms show that there are significant differences in terms of the average and maximum ROAS values. On average, the highest ROAS at Shopee was 7.92, followed by ROAS at Lazada at 2.61, and finally ROAS at Tiktok Shop at 1.85. Likewise with the highest maximum ROAS value at Shopee of28.14, then at Lazada it was 8.07, and finally at Tiktok Shop it was 2.46. Meanwhile, in the relationship between variables, namely between variablesadvertising expensewith sales through the t test, F test, and the correlation and coefficient of determination, the result is that the t and F tests both conclude thatvariableadvertising expensevery influential on sales as evidenced by the level of Sig. on the t test and F <0.05. While the magnitude of influencevariableadvertising expenseto sales was 98.4%.

**Keywords:**digital marketing platforms,ROAS, advertising expense,sale

INTRODUCTION

The phenomenon of increasing internet users is used by businesses for online marketing media. There are various types of online marketing that take advantage of the internet. In today's digital era, people are starting to switch to online shopping instead of conventional shopping. Shopping online will provide many benefits such as saving time, saving energy. In addition, according[1]Shopping can boost the country's economy. This is also supported by the good growth of companies in the country, which is indicated by the increase in sales of their products. The increase in sales was strongly influenced by several supporting operational costs, one of which was advertising expense arising from advertising activities or the introduction of their products. The more intensive the advertising of a product, the higher the sales of that product. Advertising can be done through exhibitions, sales from salesmen, or advertisements in online media[2].

According to[3]At this time many companies are starting to switch to online marketing through setting up online social networks, by creating company websites or product and marketing websites, placing advertisements or promotions online, and using email marketing or spam. In this study there are three main variables, namely sales, advertising expenses, and digital marketing platforms as online marketing media. Definitionp.ssales according[4]is the process of a seller satisfying the wants and needs of a buyer, and both parties benefit. Sales are defined as a process of meeting between sellers and buyers by providing benefits to each other with legal means of payment[5]. Meanwhile, according to advertising expense[6], is defined as the costs incurred by the company to introduce and sell its products to the public as the target consumer. Similar opinion from[7]that advertising expense is a business expense used to fulfill product sales promotions. Advertising in the current era is mostly done online, so using various online media to market the company's products, because it takes into account efficiency, effectiveness, and up-to-date. The media is in the form of a digital marketing platform. According to[8]Digital marketing platforms are software or online applications created with various features to help digital marketers manage buying and selling activities.

PT Solomon Indo Global, which is engaged in selling skincare, took part in taking advantage of the rapid developmentdigital marketing platformsin the form of currently focused social media and marketplaces such as Tiktok, Shopee, Lazada, and other similar platforms. This company has several types of products, but in this study the focus is on the Bromen brand. Bromen itself has two types of products, namely Bromen Brightening Soap and Brightening Serum. The following is a summary of Bromen product sales for the last 1 year on three marketing platforms (Tiktok, Shopee, Lazada).

Figure 1. Total Bromen Turnover for the Period April 2022 – April 2023
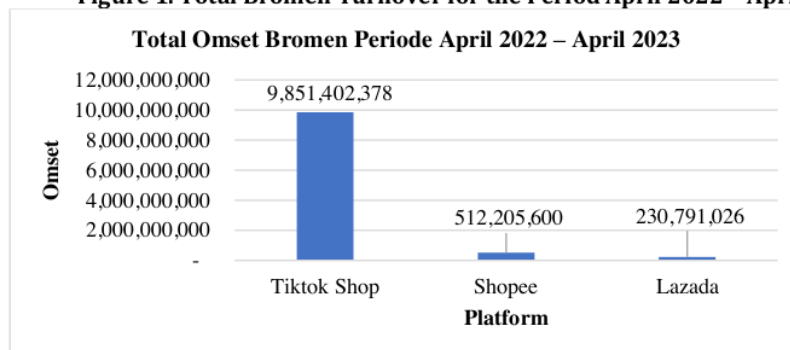
From the data above, it can be seen that sales on the Tiktok Shop platform are greater than the Shopee and Lazada platforms. For sales on the Tiktok Shop platform, it ranks first for a year at Rp. 9,851,402,378, in second place is Shopee with a turnover of Rp. 512,205,600 for one year, and the last sale was on Lazada with a turnover of Rp. 230,791,026 over a one-year period.

Several previous studies with almost the same theme were research from[9]explain that the Tiktok Shop and Influencer platforms can increase sales of Lippie Serum products. Research from[10]explained that advertisements on Instagram greatly affect sales because content on Instagram provides important information about the products being sold so that it influences customers to make purchases. Research from[11]shows that implementing marketing strategies through social media such as WhatsApp, Instagram, Shopee, and Tiktok Shop can increase sales turnover. Research result[12]also mentioned that digital platforms such as Shopee, Lazada, Tokopedia, Tiktok Shop, Facebook, Instagram, and WhatsApp can increase sales. This study raises the issue of comparing Bromen product sales to threedigital marketing platformsnamely Tiktok, Shopee, and Lazada based on advertising expenses, as well as the role of advertising expenses on product sales. Based on these problems, this research is intended to find out comparisons or comparisons[13]ROAS which is a comparison of product sales with advertising expenses and the role of advertising expenses on product sales.

METHOD

This research uses a quantitative type. Quantitative research method is research that contains numbers using data collection techniques in the field[27]. The definition is similar that quantitative research is research that presents data in the form of numbers or data from qualitative methods that are processed into numbers[28]. So, quantitative research is a type of research that focuses on the collection, analysis, and interpretation of numerical data with the aim of answering research questions.The variables of this research include Digital Marketing Platform, advertising expenses, and sales. The object chosen to carry out this research is profit and loss report data at PT Solomon Indo Global Surabaya for 2022 – 2023. The operationalization of this research starts with collecting data from the company, then proceed with the calculation of ROAS and comparison of sales of Bromen products based on advertising expenses from three digital marketing platforms (Tiktok, Shopee, and Lazada). Then proceed with analyzing the relationship between the advertising expenses variable and sales and the magnitude of the influence of the advertising expenses variable on sales using simple linear

regression, followed by the t test, F test, and the coefficient of determination[29]. Linear regression calculation, t test and F test using SPSS version 26[30]. The simple linear regression formula isY = α + βX. In the t test and F test, variablesadvertising expenseaffects the sales variable if the Significance value (Sig.) <0.05 or t count > t table (α/2 ; n – k – 1) and F count > F table (k ; n – k)[29].

RESULTS AND DISCUSSION

The following is the calculation result of each ROAS on Tiktok, Shopee and Lazada in 2022 – 2023:

Table 1. ROAS on Shopee

No.	Period	Digital MarketingShopee		
		Sale	Advertising expense	ROAS
1	April 2022	4,300,808	1,514,820	2.84
2	May 2022	16,543,295	1,351,000	12.25
3	June 2022	9,307,585	1,683,268	5.53
4	July 2022	11,642,975	5,990,512	1.94
5	August 2022	11,002,669	4,989,494	2,21
6	September 2022	12,080,713	3,316,761	3.64
7	October 2022	11,962,806	1,486,333	8.05
8	November 2022	17,678,367	8,494,033	2.08
9	December 2022	23,469,239	6,242,367	3.76
10	January 2023	42,061,109	1,494,815	28,14
11	February 2023	80,666,830	8,145,988	9.90
12	March 2023	107,726,330	24,116,057	4.47
13	April 2023	163,762,874	9,022,388	18,15
Average		39,400,431	5,988,295	7,92
Minimum		4,300,808	1,351,000	1.94
Maximum		163,762,874	24,116,057	28,14

Source: Processed by the Author

Based on the results of table 1 data processing, it can be concluded that the ROAS calculation results experienced a significant increase in May 2022 and April 2023, especially in January 2023 of 28.14 as the maximum value, which was supported by good sales which far exceeded advertising expense through platforms Shopee. This shows that consumer confidence in Bromen products is very attached in that month.

Table 2. ROAS on Lazada

No.	Period	Digital MarketingLazada		
		Sale	Advertising expense	ROAS
1	April 2022	1,082,430	1,514,820	0.71
2	May 2022	505,754	1,351,000	0.37
3	June 2022	2,020,541	1,683,268	1.20
4	July 2022	814,400	5,990,512	0.14
5	August 2022	208,340	4,989,494	0.04
6	September 2022	682,308	3,316,761	0.21
7	October 2022	1,806,650	1,486,333	1.22

No.	Period	Sale		ROAS
8	November 2022	4,189,016	8,570,333	0.49
9	December 2022	7,622,229	2,741,667	2.78
10	January 2023	40,427,652	6,312,215	6,40
11	February 2023	50,850,137	6,300,438	8.07
12	March 2023	71,268,664	9,798,257	7,27
13	April 2023	49,312,905	9,791,688	5.04
	Average	**17,753,156**	**4,911,291**	**2.61**
	Minimum	**208,340**	**1,351,000**	**0.04**
	Maximum	**71,268,664**	**9,798,257**	**8.07**

Source: Processed by the Author

Based on table 2, the ROAS calculation results on the Lazada platform were only significantly good in February 2023, at 8.07 as the maximum value, and even that is lower than the Shopee platform. The Shopee platform is more trusted than Lazada for selling Bromen products.

Table 3. ROAS on the Tiktok Shop

No.	Period	Digital MarketingTik Tok Shop		
		Sale	Advertising expense	ROAS
1	April 2022	36,575,000	83,598,922	0.44
2	May 2022	701,400,000	285,553,913	2.46
3	June 2022	576,100,000	266,155,002	2,16
4	July 2022	571,900,000	247,735,675	2,31
5	August 2022	404,600,000	237,639,911	1.70
6	September 2022	382,200,000	242,416,683	1.58
7	October 2022	706,300,000	382,250,773	1.85
8	November 2022	758,100,000	431,144,024	1.76
9	December 2022	759,465,515	396,756,779	1.91
10	January 2023	824,259,938	380,887,851	2,16
11	February 2023	1,147,399,350	589,173,564	1.95
12	March 2023	1,334,280,843	715,185,707	1.87
13	April 2023	1,648,821,732	887,752,333	1.86
	Average	**757,800,183**	**395,865,472**	**1.85**
	Minimum	**36,575,000**	**83,598,922**	**0.44**
	Maximum	**1,648,821,732**	**887,752,333**	**2.46**

Source: Processed by the Author

According to table 3, the ROAS calculation results on the Tiktok Shop platform were only very good in May 2022, at 2.46 as the maximum value. ROAS on the Tiktok shop platform is lower overall than on Shopee and Lazada. On this platform, the advertising expense is very large every month which results in an increase in sales of 0 to 2 times the advertising expense.

Overall, the comparison of the three digital marketing platforms used by PT Solomon Indo Global from 2022 to 2023 through Shopee, Lazada and Tiktok Shop, has significant differences in terms of average, minimum and maximum ROAS. On average, the highest ROAS at Shopee was 7.92, followed by ROAS at Lazada at 2.61, and finally ROAS at Tiktok Shop at 1.85.

The following analyzes the relationship between advertising expense and sales based on data from these two variables at Shopee, Lazada and Tiktok Shop.

Table 4 Linear Regression and t Test

Coefficientsa		Unstandardized Coefficients		
Model		B	t	Sig.
1	(Constant)	17528372.288	1,711	095
	Advertising expense	1874	47,418	.000

a. Dependent Variable: Sales

Source: Processed by SPSS

Linear regression in table 4, the equation Y = is obtained17,528,372.288 + 1.874 X which means that at α it is 17,528,372.288 and if X = 0 (noadvertising expense), then Y (sales) increased by 17,528,372.288. Next at β = 1.874, if X (advertising expense) increases by 1 unit, then Y (sales) increases by 1.874. Ont test in table 4, with the independent variable, advertising expense and the dependent variable, sales, obtained a significance level (Sig.) of 0.000 or less than 0.05, and the calculated t valueSignificance (Sig.) < 0.05 or t count > t table (α/2 ; n – k – 1). The t table value with coordinates (0.025; 37) is 2.026. So that t count (47,418) > t table (2,026). This means that variableadvertising expensevery influential on sales variables. The same results is proven by Table 5 of the following F test with the Sig. 0.000 < 0.05.F table (k ; n – k)produces coordinates (1; 38) of 4.098. SoF count (2248.505) > F table (4,098). Thus, it can be concluded that by means of the t test and F test, the advertising expense variable greatly influences the sales variable.

Table 5 Test F

ANOVAa					
Model		Sum of Squares	df	F	Sig.
1	Regression	6679655854095025200,000	1	2248505	.000b
	residual	109916242150967872.000	37		
	Total	6789572096245993500.000	38		

a. Dependent Variable: Sales
b. Predictors: (Constant), Advertising expense

Source: Processed by SPSS

Similar results in the t test are proven by Table 5 of the F test, with a Sig. 0.000 < 0.05.F table (k ; n – k)produces coordinates (1; 38) of 4.098. So that,F count (2248.505) > F table (4,098). So, it can be concluded that by means of the t test and F test, the advertising expense variable is very influential on the sales variable.

Table 6 Correlation and Coefficient of Determination

Summary models		
Model	R	R Square
1	.992a	.984

a. Predictors: (Constant), Advertising expense

Source: Processed by SPSS

The magnitude of the correlation between the two variables is 0.992. While the magnitude of the influence of variable X (advertising expense)to Y (sales) is 0.984 or 98.4%. The rest is influenced by other factors. The results of this study are the same as the results of research from[9],[10],[11], And[12]. P/V ETS

CONCLUSION

This study uses ROAS as the basis for calculating sales compared toadvertising expenseon three digital marketing platforms (Tiktok, Shopee, and Lazada). The comparative results of ROAS calculations on the three platforms show that there are significant differences in terms of the average and maximum ROAS values. On average, the highest ROAS at Shopee was 7.92, followed by ROAS at Lazada at 2.61, and finally ROAS at Tiktok Shop at 1.85. Likewise with the highest maximum ROAS value at Shopee of28.14, then at Lazada it was 8.07, and finally at Tiktok Shop it was 2.46. Meanwhile, in the relationship between variables, namely between variablesadvertising expensewith sales through the t test, F test, and the correlation and coefficient of determination, the result is that the t and F tests both conclude thatvariableadvertising expensevery influential on sales as evidenced by the level of Sig. on the t test and F <0.05. While the magnitude of the correlation between variables is 99.2% and the magnitude of the influencevariableadvertising expenseto sales was 98.4%.

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