

IMPACT OF SERVICE QUALITY AND DIGITAL MARKETING ON SALES GROWTH OF CREATIVE ENTERPRISES

^{*1}Nurhaeni Sikki, ²Najmi Ihwani, ³Dadi Priadi

^{*1,2,3}Universitas Sangga Buana YPKP

Email: ^{*1}nurhaeni.sikki@usbykp.ac.id, ²najmiihwani89@gmail.com, ³dadi.priadi@usbykp.ac.id

Abstract

This study investigates the impact of service quality and digital marketing on sales growth in creative enterprises, with a case study of the Kisah Hari Bandung start-up. The research aims to identify how these factors influence the achievement of sales targets and overall business performance. A quantitative survey method was applied with 99 respondents selected from a population of 4,224 consumers using probability sampling. Data were collected through questionnaires and analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression. The findings reveal that service quality and digital marketing both have a positive and significant effect on sales growth, either individually or simultaneously. Together, these variables contribute 71.8% to sales growth, while the remaining proportion is influenced by other factors not examined in this study. The results highlight the importance of quality service delivery and effective digital marketing strategies for creative business sustainability.

Keywords: Service Quality, Digital Marketing, Sales Growth

Abstrak

Penelitian ini mengkaji dampak kualitas layanan dan pemasaran digital terhadap pertumbuhan penjualan di perusahaan kreatif, dengan studi kasus startup Kisah Hari Bandung. Penelitian ini bertujuan untuk mengidentifikasi bagaimana faktor-faktor tersebut mempengaruhi pencapaian target penjualan dan kinerja bisnis secara keseluruhan. Metode survei kuantitatif diterapkan dengan 99 responden yang dipilih dari populasi 4.224 konsumen menggunakan sampling probabilitas. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas dan reliabilitas, uji asumsi klasik, serta regresi linier berganda. Temuan menunjukkan bahwa kualitas layanan dan pemasaran digital keduanya memiliki dampak positif dan signifikan terhadap pertumbuhan penjualan, baik secara individu maupun bersamaan. Bersama-sama, variabel-variabel ini berkontribusi sebesar 71,8% terhadap pertumbuhan penjualan, sementara proporsi sisanya dipengaruhi oleh faktor-faktor lain yang tidak dieksplorasi dalam studi ini. Hasil ini menyoroti pentingnya penyampaian layanan berkualitas dan strategi pemasaran digital yang efektif untuk keberlanjutan bisnis kreatif.

Kata Kunci: Kualitas Layanan, Pemasaran Digital, Pertumbuhan Penjualan

Introduction

Service quality theory emphasizes the ability of a business to deliver services that meet or exceed customer expectations. Parasuraman, Zeithaml, & Berry (1988) developed the SERVQUAL model, highlighting five dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness. This framework remains widely used in assessing service performance across industries. In the context of creative enterprises, high service quality not only fulfills functional needs but also enhances the emotional and experiential dimensions of customer interactions. For instance,

timely responses, personalized experiences, and consistent delivery of promised services contribute significantly to customer satisfaction and repeat purchases. Meanwhile, digital marketing has emerged as a powerful tool for businesses to build relationships with their customers in a highly competitive market. The rise of social media platforms, search engine optimization (SEO), content marketing, and influencer collaborations has created new opportunities for creative enterprises to promote their products and services. Kotler & Keller (2016) define digital marketing as the use of digital channels and technologies to deliver value to customers, communicate with them effectively, and strengthen engagement. Research indicates that businesses that actively utilize digital marketing strategies are more likely to reach broader audiences and achieve higher sales performance compared to those that rely solely on traditional marketing approaches.

Several previous studies have explored the influence of service quality and digital marketing on sales growth. Susiyani (2020) found that both digital marketing and service quality significantly contributed to sales performance in a manufacturing company, with a combined influence of more than 70%. Similarly, Nurhadi (2023) investigated the impact of digital marketing and service quality on a coffee business and concluded that these factors accounted for 64.3% of sales improvement, with the rest influenced by other variables. Octavianita (2021) studied personal selling and its effect on sales targets, confirming the importance of service-related interactions in meeting organizational goals. These studies consistently underline that customer-centric approaches, supported by strong digital marketing efforts, are key drivers of business growth. Despite these insights, there remains a significant research gap in the context of creative enterprises, particularly start-ups that rely on event-based activities, personalized experiences, and creative community engagement. Unlike traditional businesses, creative enterprises face unique challenges such as fluctuating consumer demand, reliance on seasonal events, and the need to build strong brand narratives. While previous research has generally examined service quality and digital marketing separately or in conventional industries, limited studies have integrated these two variables to analyze their simultaneous effects on sales growth in creative sectors. This represents an important gap in understanding how service excellence and digital strategies collectively shape sales outcomes in creative enterprises.

The novelty of this research lies in its focus on creative enterprises, specifically the case of Kisah Hari Bandung, a start-up that operates within the creative event industry. Unlike prior studies that concentrated on manufacturing, retail, or food and beverage industries, this study contributes to the literature by highlighting the dynamics of creative businesses where customer experiences, storytelling, and digital presence are central to market performance. Furthermore, the research emphasizes the simultaneous impact of service quality and digital marketing on achieving sales targets, offering insights that are both practically relevant for entrepreneurs and theoretically valuable for expanding the scope of marketing and service quality research. Therefore, the objective of this

study is to examine the impact of service quality and digital marketing on the sales growth of creative enterprises. Specifically, the study aims to: (1) analyze the influence of service quality on sales growth, (2) assess the impact of digital marketing on sales growth, and (3) evaluate the combined effect of service quality and digital marketing on sales growth in the context of a creative start-up business. The findings are expected to provide a deeper understanding of how creative enterprises can leverage service excellence and digital tools to enhance customer satisfaction, achieve sales targets, and sustain long-term competitiveness in a dynamic business environment.

Research Method

This study employed a quantitative research approach using a survey method. The quantitative design was chosen because it allows the researcher to measure the relationship between independent variables (service quality and digital marketing) and the dependent variable (sales growth) through statistical analysis. The research was conducted at *Kisah Hari Bandung*, a creative start-up business located in Bandung, West Java, Indonesia. The population of this study consisted of 4,224 consumers who had made transactions during the year 2024. Based on the Slovin formula with a 10% margin of error, a total sample of 99 respondents was determined using probability sampling. Respondents were selected to represent consumers who had direct experience with the company's service quality and digital marketing practices. The primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The questionnaire was divided into three sections: service quality (reliability, assurance, tangibles, empathy, and responsiveness), digital marketing (interactivity, personalization, and adaptability), and sales growth (quantitative, qualitative, time, and financial dimensions). Secondary data were obtained.

From company records, social media statistics, and relevant documents. Before distribution, the research instrument was tested for validity and reliability. Validity was assessed using product moment correlation, while reliability was measured using Cronbach's Alpha coefficient, with a minimum threshold of 0.60 to indicate acceptable internal consistency. Data collection was carried out through direct distribution of questionnaires and supported by documentation. The collected data were analyzed using descriptive and inferential statistics. Descriptive statistics were used to summarize the demographic characteristics of respondents and provide an overview of each variable. Inferential statistics were applied to test the hypotheses through multiple linear regression analysis. Prior to regression, classical assumption tests were conducted, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests. The model's goodness of fit was further evaluated using the coefficient of determination (R^2). Statistical analysis was performed using SPSS software to ensure accuracy and reliability of results. By applying this methodology, the study ensured that the findings could be generalized to the broader consumer population of the company. The chosen

research design also provided measurable insights into the extent to which service quality and digital marketing contribute to the sales growth of creative enterprises.

Results and Discussion

This research was conducted at *Kisah Hari Bandung*, a creative start-up. Data were collected from 99 respondents who had previously engaged in transactions. The analysis used validity and reliability tests, classical assumption tests, and multiple linear regression with SPSS.

Descriptive Statistics of Respondents. Based on the data, respondents were dominated by young consumers aged 18–25 years, and the majority were female. This reflects that creative businesses such as *Kisah Hari* attract a younger market segment that is highly engaged with digital platforms. **Service Quality (X1).** Respondents gave positive assessments of service quality, particularly in dimensions of reliability and responsiveness. The mean scores for assurance, empathy, and tangibles also indicated good performance, suggesting that customers experienced satisfying interactions with the company. **Digital Marketing (X2).** Digital marketing activities were rated effective by respondents. Instagram and TikTok served as the main platforms with high levels of interaction. Respondents indicated that personalized promotions and interactive content enhanced their purchasing interest. **Sales Target (Y).** The achievement of sales targets was reflected in significant growth during events such as *Pesta Berbunga*. In October 2024, for instance, sales realization reached 1,005 transactions against a target of 100, indicating a 905% achievement. This demonstrates the strong role of events combined with digital campaigns.

Tabel 1. Hypothesis Testing

TEST TYPE	VARIABLE (S)	VALUE	CRITICAL VALUE	SIG.	RESULT/ INTERPRETATION
PARTIAL TEST (T-TEST)	Service Quality Sales Target	t = 2.161	t-table = 1.984	0.033	Significant positive effect
	Digital Marketing Sales Target	t = 8.584	t-table = 1.984	0.000	Significant positive effect
SIMULTANEOUS TEST (F-TEST)	Service Quality Digital Marketing Sales Target	F = 122.386	F-table = 3.09	0.000	Significant simultaneous effect

COEFFICIENT OF DETERMINATION (R²)	Combined	R ²	=	—	—	71.8%	contribution;
	Contribution	0.718				28.2%	explained by other factors

The hypothesis testing was conducted using partial (t-test), simultaneous (F-test), and coefficient of determination (R²).

Table 2. Regression Analysis Results

VARIABLE	T-COUNT	T-TABLE	SIG.	RESULT
SERVICE QUALITY (X1)	2.161	1.984	0.033	Significant Positive
DIGITAL MARKETING (X2)	8.584	1.984	0.000	Significant Positive

The regression analysis shows that both independent variables, service quality (X1) and digital marketing (X2), have positive regression coefficients toward sales target achievement (Y). The results indicate that an increase in service quality and digital marketing leads to a significant improvement in sales growth.

Table 3. Simultaneous Test (F-test)

F-COUNT	F-TABLE	SIG.	RESULT
122.386	3.09	0.000	Significant

The F-test results show that service quality and digital marketing simultaneously influence sales target achievement.

Table 4. Coefficient of Determination (R²)

R ²	CONTRIBUTION	INTERPRETATION
0.718	71.8%	Service quality & digital marketing significantly contribute to sales growth

The coefficient of determination (R²) demonstrates the contribution of the independent variables to the dependent variable.

Discussion

The results of this study demonstrate that both service quality and digital marketing significantly influence the sales growth of creative enterprises. Regression analysis indicates that each variable contributes positively when tested individually, while the simultaneous F-test confirms that the two factors together provide strong explanatory power of 71.8% toward sales target achievement. This finding reinforces the importance of integrating service excellence with digital marketing strategies in today's competitive business environment, particularly within the creative industry where customer experience, storytelling, and brand interaction play a central role.

From a theoretical perspective, the significant influence of service quality on sales growth aligns with the SERVQUAL framework introduced by A. Parasuraman, Valarie Zeithaml, and Leonard Berry. SERVQUAL emphasizes five key dimensions: reliability, assurance, tangibles,

empathy, and responsiveness. These dimensions collectively shape customer perceptions of service performance and ultimately determine satisfaction levels. In the context of creative enterprises such as Kisah Hari Bandung, service quality extends beyond operational efficiency and includes emotional value creation, personalization, and experiential interaction.

The empirical findings indicate that customers responded positively to timely service delivery, personalized communication, and responsive interaction. This supports the argument that service quality in creative businesses is closely linked to relational value rather than merely transactional value. Unlike traditional industries where product attributes dominate purchasing decisions, creative enterprises rely heavily on customer experience and emotional engagement. Therefore, reliability and responsiveness become critical drivers of customer trust, while empathy and assurance contribute to long-term relationship building.

These results are consistent with prior research indicating that service quality directly affects sales performance through customer satisfaction and loyalty mechanisms. When customers perceive consistent service quality, they are more likely to repurchase, recommend the brand, and engage with brand content. This relationship reflects the service-profit chain perspective, which suggests that improved service quality enhances satisfaction, which in turn increases customer loyalty and financial performance. Consequently, service quality acts as both a direct and indirect determinant of sales growth.

Furthermore, the study highlights that service quality in creative enterprises functions as a differentiation strategy. Creative businesses often operate in highly saturated markets where product imitation is common. Under such conditions, superior service becomes a strategic resource that is difficult for competitors to replicate. Personalized storytelling, customized interactions, and responsive communication create a unique brand experience that strengthens customer attachment. This supports the resource-based view, which positions service capability as an intangible asset contributing to competitive advantage.

The findings also show that digital marketing exerts a strong and significant influence on sales growth, as evidenced by the high t-value (8.584). This confirms the growing importance of digital platforms in shaping consumer awareness, engagement, and purchasing behavior. Digital marketing allows creative enterprises to communicate brand narratives, showcase visual identity, and interact with audiences in real time. In the creative industry, where visual storytelling is essential, digital platforms serve as primary channels for value delivery.

The strong effect of digital marketing can be explained through the lens of contemporary consumer behavior theory, which emphasizes the role of digital touchpoints in the customer journey. Consumers increasingly rely on social media, user-generated content, and online reviews when evaluating brands. As a result, digital marketing does not merely function as promotion but as an

experiential ecosystem where consumers interact with brand meaning. This explains why platforms such as Instagram and TikTok were identified as key drivers of awareness and engagement in this study.

The findings support previous research showing that digital marketing significantly contributes to sales improvement in small and creative businesses. Digital campaigns enable cost-efficient market reach, targeted segmentation, and measurable performance tracking. In contrast to traditional advertising, digital marketing allows businesses to adapt content dynamically based on audience feedback. This adaptive capability strengthens campaign effectiveness and improves conversion rates.

Another important aspect revealed by this study is the role of interactive content in enhancing customer engagement. Creative enterprises rely on visual storytelling, behind-the-scenes content, and personalized messaging to build emotional connections with audiences. Interactive features such as comments, polls, and short-form video increase participation and strengthen brand recall. This supports engagement theory, which posits that active consumer participation enhances brand attachment and purchase intention.

The simultaneous effect of service quality and digital marketing highlights the strategic importance of integrating these two dimensions. While service quality ensures customer retention and loyalty, digital marketing expands market reach and attracts new consumers. The combination of these variables explains 71.8% of the variance in sales growth, indicating a dominant role compared to other factors. This suggests that sales growth in creative enterprises is largely driven by experience management and digital presence rather than purely product characteristics.

The integration of service quality and digital marketing reflects an omnichannel service perspective. Customers interact with brands through both physical and digital touchpoints, and consistency across these channels is essential. High digital engagement without strong service quality may generate awareness but fail to sustain loyalty. Conversely, excellent service without digital visibility limits market reach. Therefore, alignment between service experience and digital communication is critical for sustainable growth.

From a managerial standpoint, the findings emphasize the importance of customer journey management. Service quality influences the post-purchase stage, while digital marketing shapes pre-purchase and consideration stages. Integrating these stages ensures a seamless experience that enhances satisfaction and conversion. This perspective highlights the need for creative enterprises to design strategies that connect digital engagement with service delivery.

The remaining 28.2% of unexplained variance suggests that other factors also influence sales growth, including pricing strategies, product innovation, brand positioning, and market competition. This indicates that while service quality and digital marketing are dominant drivers, they operate

within a broader strategic ecosystem. Future research should explore these additional variables to develop a more comprehensive model of sales growth in creative industries.

From a theoretical standpoint, this research contributes to expanding marketing and service quality literature by situating analysis within the creative industry sector. Previous studies largely focused on manufacturing or traditional service sectors, whereas creative enterprises emphasize experiential value, storytelling, and brand identity. By demonstrating the joint impact of service quality and digital marketing in this context, the study extends existing frameworks toward experience-driven industries.

The study also contributes to digital marketing theory by highlighting the importance of content authenticity and narrative coherence. Creative enterprises rely on storytelling as a core brand strategy, and digital platforms function as storytelling media rather than merely promotional tools. This perspective aligns with relationship marketing theory, which emphasizes long-term engagement over short-term transactions.

From a practical perspective, the findings provide important insights for creative entrepreneurs. To sustain growth, businesses must maintain consistent service standards while continuously innovating in digital marketing. Investment in staff training, customer interaction systems, and service evaluation mechanisms is necessary to ensure service excellence. At the same time, businesses must adopt data-driven digital strategies, including analytics monitoring, audience segmentation, and content experimentation.

The research also highlights the importance of agility in creative enterprises. Digital marketing trends evolve rapidly, requiring continuous adaptation in content formats, platform usage, and communication style. Businesses that combine strong service quality with agile digital strategies are better positioned to maintain relevance and competitiveness. This reinforces the concept of dynamic capabilities, which refers to a firm's ability to adapt resources and strategies in changing environments.

Another key implication is the role of brand experience as a mediator between service quality, digital marketing, and sales growth. Customers do not evaluate these elements separately; instead, they perceive them as a unified brand experience. Consistency between online messaging and offline service strengthens credibility and trust. Therefore, creative enterprises must ensure that digital brand promises are reflected in actual service delivery.

The novelty of this research lies in its contextual focus and the simultaneous testing of service quality and digital marketing in a creative business setting. Unlike earlier studies that examined these variables separately or within traditional industries, this study demonstrates their integrated effect in experience-driven businesses. This highlights the importance of adopting holistic strategies that combine operational excellence with digital engagement.

Moreover, the study underscores the growing relevance of hybrid marketing models that merge service management with digital communication. As consumer behavior becomes increasingly digital, boundaries between service experience and marketing interaction become blurred. Creative enterprises must therefore adopt integrated management approaches that coordinate customer experience across all touchpoints.

In conclusion, the discussion confirms that service quality and digital marketing are critical determinants of sales growth in creative enterprises. Service quality builds trust, loyalty, and relational value, while digital marketing enhances visibility, engagement, and market reach. Their integration produces a synergistic effect that significantly improves sales performance. This integrated perspective provides both theoretical advancement and practical guidance for creative entrepreneurs seeking sustainable growth in competitive markets.

Overall, the findings reinforce the idea that creative enterprises succeed not only through innovative products but through holistic experience management supported by strong digital presence. Future research should investigate mediating variables such as brand experience, customer engagement, and innovation capability to deepen understanding of growth mechanisms in creative industries

Conclusion

This study concludes that both service quality and digital marketing play a crucial role in influencing the sales growth of creative enterprises. The findings confirm that service quality has a significant positive impact on achieving sales targets, while digital marketing demonstrates an even stronger effect in driving consumer engagement and purchase decisions. When combined, these two variables contribute substantially to the overall achievement of sales targets, accounting for 71.8% of the variation, with the remaining 28.2% influenced by other external factors not included in this model.

Despite its contributions, this study has certain limitations, particularly in its scope of analysis, which only focuses on one creative enterprise in Bandung and does not explore other potential variables such as customer loyalty, innovation, or brand equity. Future research is encouraged to broaden the scope by including more diverse creative enterprises and additional influencing factors to provide a more comprehensive understanding. Finally, the researcher would like to express sincere appreciation to Universitas Sangga Buana YPKP, the academic supervisors, and all respondents who provided valuable support, input, and participation throughout the research process.

References

Basuki, A. (2016). *Analisis regresi: dalam penelitian ekonomi dan bisnis* (N. Prawoto, Ed.; 1st ed.). PT RajaGrafindo Persada.

- Chaffey, D., & Smith, P. (2017). *Digital marketing excellence*. Routledge.
<https://doi.org/10.4324/9781315640341>
- Chaffey, D., & Smith, D. (2023). *Digital marketing excellence* (6th ed.). Routledge.
- Indrasari, M. (2019). *Pemasaran dan kepuasan pelanggan*. Unitomo Press.
<https://play.google.com/books/reader?id=PYfCDwAAQBAJ>
- Dr. Meithiana Indrasari. (2019). Pemasaran Dan Kepuasan Pelanggan, pemasaran dan kepuasan pelanggan - Google Play Buku. In Unitomo Press. Unitomo Press.
<https://play.google.com/books/reader?id=PYfCDwAAQBAJ&pg=GBS.PA56&hl=id&lr=>
- Juliandi, I., & Irfan, M. (2014). *Metodologi penelitian bisnis: Konsep dan aplikasi* (F. Zulkarnain, Ed.; 1st ed.). UMSU Press.
- Kotler, P., Kartajaya, H., & Huan, M. (2023). *Entrepreneurial marketing* (K. Mahardika & Arya, Eds.). Gramedia Pustaka Utama.
- Prof. Dr. Suliyanto, S.E., M. . (2018). *Metode Penelitian Bisnis*
- Satriadi, D., Suardi, M., & others. (2021). *Manajemen pemasaran* (1st ed.). Samudra Biru (Anggota IKAPI).
- Sudarsono, H. (2020). *Manajemen pemasaran* (N. Ilminingrum, Ed.; 1st ed.). CV Pustaka Abadi.
- Susiyani, D. (2020). Pengaruh digital marketing dan kualitas pelayanan terhadap tingkat penjualan pada PT Batam Surya Makmur. *Jurnal Manajemen*, 3(2), 32–50.
- Kasus, S., & Tjangkir, D. I. (2024). Pengaruh digital marketing dan kualitas konsumen coffee shop. *Jurnal Ilmiah Manajemen*, 2(1), 134–141.