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The Influence of Digital Marketing *and* E-Commerce *Advertising Literacy Skills* on the Sales Rate of Children's Clothes at Fashion Alekids Official in Bogor Regency

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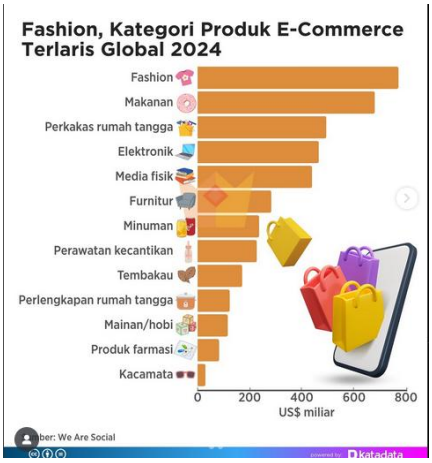
Abstract

The purpose of this study is to determine the influence of *digital marketing* and *e-commerce advertising* literacy skills on the Sales Level of Children's Clothes at Fashion Alekids Official in Bogor Regency. The method used is quantitative**.** The sampling technique used the slovin formula and a sample of 100 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is Fashion Alekids Official consumers in Bogor Regency and the number of saturated samples amounted to 100 respondents. The method of data collection is through questionnaires with *a likert scale*, observation, and literature study. The results of this study are that digital marketing literacy ability has a significant effect on sales level with a determination coefficient of 41.2% and a hypothesis test obtained from a > table or (8,290 > 1,984). E-commerce *advertising* had a significant effect on sales rate with a determinationcoefficient of 39.8% and hypothesis tests were obtained > ttable or (8,049 > 1,984). Digital *marketing* literacy and *e-commerce advertising* skills simultaneously had a significant effect on sales rates by obtaining a regression equation of Y = 7.850 + 0.397X1 + 0.411X2, nii coefficient of determination was 57.0% while the remaining 43.0% was influenced by other factors. The hypothesis test obtained the value of Fcal > Ftabel or (64,246 > 3,090).

Keywords: Literacy Ability *Digital Marketing*; *E-commerce Advertisement*; Sales Rate.

INTRODUCTION

In the current era, micro, small, and medium enterprises (MSMEs) are one of the sectors that are increasingly utilizing *e-commerce* platforms to expand their market reach. However, many MSMEs face challenges in increasing their sales volume through *e-commerce platforms*. One of the important factors that can affect the increase in MSME sales volume through *e-commerce* is the ability of digital marketing literacy by these business actors. Digital marketing literacy plays a crucial role in understanding online consumer behavior. By understanding about various *digital platforms*, online consumer behavior, and effective marketing techniques, businesses can increase consumer visibility, appeal, and trust in their brands and products so that they can support optimizing their sales.



Source: Katadata, 2025.

Figure 1.1
Fashion E-Commerce *Product Categories*

As an illustration related to fashion product categories, according to *We Are Social*, the value of *global e-commerce spending* throughout 2024 is estimated to reach US$4.12 trillion.

This figure is an estimate of the total value of transactions between traders and end consumers or business to consumer (B2C). By 2024, the fashion or clothing product category will be the best-selling in *global e-commerce*, with a B2C transaction value of around US$771 billion. Meanwhile, the value of *e-commerce transactions* is in the categories of food, household appliances, and others. Fashion children's clothes Alekids.official is one of the MSME actors engaged in *fashion* as well as selling children's clothes. This fashion provides a variety of collections of children's clothes that can make children's looks more attractive and adorable every day. Some of the children's clothing products available such as shirts, t-shirts, jackets/hoodies, pajamas, sandals, hats, pants, bags, shirts, and many more. The available t-shirts are suitable for boys and girls with high-quality 100% cotton material so that they are soft and comfortable to use, and are suitable for use as children's daily clothes. In addition, it also provides children's shirts that are comfortable to use with cotton material that absorbs sweat, making your child not easily feel sultry.

With many types, models, and motifs of children's clothing with various trendy fashion styles, be it t-shirts, shirts, or even jeans to perfect the look, Fashion Alekids.official uses various media that can be accessed by consumers so that consumers don't have to bother buying children's clothes because everything can be easily obtained online. Orkids is one of the children's clothing providers that has opened Fashion Alekids.official on Tokopedia. Parents don't only need to visit the Orkids Official Store on Tokopedia and can immediately shop for children's clothes according to their tastes.

Along with the development of competitors, the data obtained from the respondents' sales volume data produces demographic data and respondents' responses to the questions/statements asked in the questionnaire. The following is an attachment of related data.

Table 1: Alekid Official Fashion Product Sales Data (2021-2025)

Year	Sales Target (Units)	Sales Realization (Units)	Sales Reach Percentage (%)	Total Turnover (Rs)
2021	24.009	21.388	89,1%	2.471.383.400
2022	24.059	21.880	90,9%	2.528.234.000
2023	24.110	20.775	86,2%	2.400.551.250
2024	24.161	21.699	89.8%	2.507.319.450
2025	24.211	20.533	84,8%	2.372.588.150

Source: Fashion Alekids Official Bogor Regency, 2025.

Based on the data in the table above, it is explained that clothing sales at Alekids.Official have experienced fluctuating development in the last five years and have a decreasing trend.

In 2021 and 2022, sales achievements are still not optimal despite a slight increase. This is due to the impact of the COVID-19 pandemic which has limited economic activities, as well as the limited ability of teams to implement digital marketing strategies effectively. Despite the increase in 2023, the sales target has not been fully achieved. Entering 2024, there will be a significant surge in the number of sales. This is the highest point for the last five years, which is influenced by the maturation of the digital marketing strategy used, as well as the intensive and targeted use of e-commerce advertising. This year, sales were even able to exceed the target that had been set. However, by 2025, there will be a

slight decrease in achievement compared to the target.

Such an image is also often the case at Fashion Alekids Official Bogor Regency. Many consumers have unpleasant perceptions and experiences when visiting Fashion Alekids Official Bogor Regency, such as consumers who originally wanted to look at the clothes in the store and if interested, they will buy for their children but get poor service and even tend to be long and often the clothes in the store do not match those on social media, making consumers confused. In the end, because they have a bad direct experience, this makes consumers have a perception of distrusting attitude so that they do not intend to come back.

Besides that, related to consumer feelings, it is not uncommon for consumers to feel disappointed who originally wanted the clothes ordered to have contemporary quality and fashion trends but often the models are less *trendy*. From various experiences coupled with the lack of professional waiters in serving and an ignorant attitude, this attitude often makes consumers have disrespectful behavior and tend to act (contifative) not intending to recommend to others to come for coffee at Fashion Alekids Official Bogor Regency.

Conditions like this are clear that Fashion Alekids Official Bogor Regency must immediately make improvements so that sales conditions can be achieved optimally. The way to do this can be by optimizing the use of *digital marketing* and *e-commerce* to increase profits.

As an MSME actor like this *fashion*, *marketing* activities need to be planned well so that what has been planned can be achieved optimally, especially in the young segment there is a tendency for coffee as a means of gathering and businessmen are also used as a place to meet consumers. However, the number of consumers is decreasing from year to year as seen in the following table:

Table 2: Data on the Number of Alekid Official Fashion Consumers in 2021-2025

Year	Target Number of Consumers	Realization of the Number of Consumers	Percentage (%)	Remarks
2021	23.850	21.220	89,0%	Not meeting the target
2022	23.902	21.745	91,0%	Not meeting the target
2023	23.955	20.630	86,1%	Not meeting the target
2024	24.008	21.575	89,9%	Not meeting the target
2025	24.061	20.421	84,9%	Not meeting the target

Source: Fashion Alekids Official Bogor Regency, 2025.

Based on the data in the table above, it is explained that clothing sales at Alekids.Official have experienced fluctuating developments in the last five years and have a decreasing tendency

where in 2021 the number of consumers was only able to reach 89.%. Then in 2022 it was 91.0%, then in 2023 it decreased from the previous year to 86.1%. Furthermore, in 2024 it will slightly increase to 89.9% and in 2025 it will decrease to only 84.9%.

The table above indicates that related to the aspect of suitability of needs, has benefits, accuracy in buying products and making repeated purchases is not well managed. According to needs and has benefits, it indicates that consumers still consider that the product is not fully able to meet their needs and provide benefits that will increase consumer satisfaction. Then in the aspect of accuracy in buying consumer products, there are still those who consider their decision in buying not right. Then in the aspect of repeated purchases, there are also consumers who are not satisfied with the products and services received so they tend to be less interested in making repeat purchases.

The phenomenon related to the decrease or non-achievement of the sales target number and also accompanied by a decrease in the number of consumers who buy as described above, the author suspects that as a result of the digital marketing literacy skills carried out by Fashion Alekids Official Bogor Regency are still not optimal.

Digital marketing literacy capabilities allow the use of the right strategies to target relevant audiences, tailor marketing messages to be more persuasive, and optimize the consumer experience through various digital channels. In addition, with digital marketing literacy capabilities, businesses can measure and analyze the performance of their campaigns in real-time, allowing them to make the necessary changes to improve effectiveness and sales results. Thus, digital marketing literacy skills not only help in increasing brand awareness, but also contribute directly to increasing sales and overall business growth, in addition to managing attractive content, as well as utilizing effective digital marketing tools and techniques will increase consumer appeal. As the company progresses, it often happens, especially related to the purchase rate with the many competitors. So that the purchase rate is caused by several factors.

Referring to the opinion expressed by Kotler & Keller in the price strategy (2022:32), the application of prices that are in accordance with the value offered greatly affects the attractiveness of the product in the market. Competitive prices, price promotions, or discounts can increase buying interest. Therefore, marketing, which initially relied on offline and door to door, has now developed online through e-commerce platforms such as shoope and tiktok as well as advertising strategies that were initially only word-of-mouth, now using the tiktok and shoppe platforms to promote their products more widely. Along with the development of competitors, the data obtained from the respondents' sales volume data produces demographic data and respondents' responses to the questions/statements asked in the questionnaire. The following is an attachment of related data.

In digital *marketing* for clothing sales, general issues related to digital marketing literacy which include accessibility, interactivity, entertainment, credibility, and informativeness often arise as the main challenges at Fashion Alekids Official Bogor Regency, as follows:

Table 3: Alekids Official Fashion Marketing Digital *Literacy Data* Based on Ideal Conditions and Real Conditions in the Field

Indicator	Ideal Conditions	Real Condition
1. Accessibility	Management can ensure *the online store* or social media platforms used are easy to reach and easy to use by all potential buyers, regardless of the location or device used.	1. Diverse Internet Connections: Consumers have different internet speeds, so heavy *websites* or applications can hinder access.
		2. Device Compatibility: An issue with website displaying unresponsive on various devices (desktop, tablet, *smartphone*) that often interferes with the shopping experience.
		3. Ease of Product Finding: Consumers often have difficulty finding the desired product due to complicated navigation or ineffective search features.
2. Interactivity	Fast interactivity that stimulates consumer engagement and interaction and makes it easier for management to understand customer needs in *real-time*.	1. Slow Response: Delays in responding to consumer questions, reviews, or comments on social media or *chat features* can lead to a decrease in buying interest.
		2. Lack of Two-Way Communication: Often management only focuses on one-way communication (promotional) without opening up space for dialogue

Indicator	Ideal Conditions	Real Condition
		or effective feedback from consumers.
		3. Lack of Interactive Features: There is still a lack of features such as "virtual *try-ons*" or style quizzes that cannot increase consumer engagement with clothing products
3. Entertainment	In the fashion industry, content is created that can be entertaining in order to attract and retain consumer attention	1. Monotonous Content: Posts often contain only product photos with no story elements, *styling* tips, or compelling videos that tend to be boring
		and less effective
		2. Inability to Follow Trends: Slow to take advantage of social media trends, such as short video formats (TikTok, Reels) so that it lags behind in reaching new audiences
4. Credibility	Meticulously crafted that is able to build trust as well as a huge challenge in online clothing sales, where shoppers can't physically touch or try on the product	1. Fake or Minimal Reviews: There is still a lack of genuine customer reviews, or suspicion of fabricated reviews, resulting in low trust in potential buyers
		2. Product Non-Conformity: Goods received sometime

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Indicator	Ideal Conditions	Real Condition
		s do not match the images or descriptions on the *website* (differences in color, material, size) thus damaging credibility
		3. Data Security Threats: Many consumer concerns about online payment security and personal data privacy are also important credibility issues
5. *Informativeness*	Able to convey clothing product information clearly, completely, and transparently to help consumers make the right purchas	1. Incomplete Product Descriptions: Size information is often lacking in detail, ingredients not mentioned, or non-existent care instructions are
	e decision	often consumer complaints.
		2. Opaque Shipping and Return Information: Policies that are often unclear regarding shipping costs, delivery duration, or exchange procedures can hinder purchasing decisions.
		3. Poor Visual Quality: Product photos are often blurry, poorly lit, or only one side of the product do not give the buyer a complete picture

Source: Fashion Alekids Official Bogor Regency, 2025.

Based on the data in the table

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above, there are still many common problems in *digital marketing* both from platforms (such as *Google and social media*), and difficulties in reaching the right target audience. In addition, there are also challenges in displaying attractive content visuals and ways to handle *complaints* and provide reviews and responses to consumers.

The phenomenon related to the decrease or non-achievement of the sales target number and also accompanied by a decrease in the number of consumers who buy as described above, the author also suspects that as a result of the use of e-commerce carried out by Fashion Alekids Official Bogor Regency is still not optimal.

The use of *e-commerce advertising* is also an important factor in increasing *the visibility* and attractiveness of MSME products on *e-commerce platforms*. The right marketing strategy can help MSMEs reach their target audience, *E-commerce advertising* strategy has a huge influence on sales volume in the e-commerce ecosystem. Through the right advertising strategy, businesses can increase the visibility of their products on *e-commerce platforms* that are crowded with visitors. The use of smart strategies such as targeting based on demographics, interests, and online behavior can help businesses reach potential consumers more efficiently. Additionally, the right placement of ads at a strategic time and place, such as during promotional periods or on popular product pages, can increase consumer awareness and interest in a particular product.

By continuously optimizing *e-commerce advertising* campaigns based on data analysis and feedback from consumers, businesses can increase conversion rates and increase their sales volume significantly. Therefore, an effective *e-commerce advertising* strategy not only increases brand exposure, but also has a direct impact on sales *volume* growth in today's competitive MSME trade environment. Even so, there is still a lack of understanding and optimal implementation of digital marketing literacy skills and *e-commerce advertising* strategies among MSMEs. Some MSMEs may lack knowledge and skills in utilizing the potential of digital marketing to the fullest, which can hinder the achievement of their sales goals, besides that many have used *e-commerce platforms* but have not experienced an increase in the marketing of their products due to a lack of understanding and creativity or innovation in utilization. Marketing can be said to be a pioneer of company success. Increasingly fierce business competition requires companies to continue to survive and develop more effectively and efficiently. Therefore, marketers need to understand the main problems in their field and develop strategies to achieve the company's goals and objectives. In the context of online clothing sales, common issues related to internet access, ease of information, human resource capabilities, and managerial responsibility include the following:

Table 4: *E-Commerce Advertising* Fashion Alekids Official Data of Bogor Regency Based on Ideal Conditions and Real Conditions in the Field

Indicator	Ideal Conditions	Real Condition
1. Internet access	Although internet penetration is increasing,	1. Inadequate Connections: Consumers often still face unstable internet

Indicator	Ideal Conditions	Real Condition
	management must be able to answer challenges, especially in terms of quality and equity and easy accessibility.	connections, hampering operations such as product uploads and communications.
		2. Technical Issues & Bandwidth: There are still often technical constraints such as *bandwidth* limitations and *web server* specifications that can cause *websites* or *e-commerce applications* to be slow to access, negatively impacting the consumer shopping experience.
2. Ease of information	Able to provide accurate and accessible information to consumers	1. Inaccurate/ misleading Product Information: Often product descriptions (material, size, color of clothing) do not correspond to physical reality, leaving consumers disappointed and causing potential returns.
		2. Consumer Distrust: There are still consumers who lack trust which makes it difficult for new sellers to build a reputation.
		3. Less Intuitive Site Display: A site that is less attractive and less understandable that confuses consumers in finding product information or completing transactions.
3. HR Capabilities	Employees have digital skills in	1. Minimal Digital Skills: There are still

Indicator	Ideal Conditions	Real Condition
	optimizing *e-commerce potential*	employees who lack adequate digital skills
		2. Lack of Understanding of Digital Marketing: There are still employees who do not understand digital marketing techniques, such as SEO or creative content creation.
4. Managerial responsibilities	Management can integrate all aspects of e-commerce operations	1. Inefficient Inventory Management: There is often negligence in managing the stock of goods resulting in *out-of-stock* problems or delivery errors
		2. Transaction and Data Security: Lack of responsibility for payment system security and consumer data protection.
		3. Logistics and Shipping Coordination: Lack of good coordination with shipping partners for proper scheduling and accurate tracking of goods, to avoid delivery delays

Source: Fashion Alekids Official Bogor Regency, 2025.

Based on the data in the table above, it is clear that there are still many problem phenomena related to problems in *e-commerce* , including trust and security issues (fraud, personal data), logistics and shipping (high costs, speed, inventory management), technical problems (inadequate websites, payment integration), competitive challenges (fierce competition, effective marketing), and legal and regulatory issues (taxes, consumer protection). Fierce competition and ever-increasing consumer expectations are challenges for businesses.

This condition is suspected to be due to increasing competition in the children's fashion market, as well as algorithm changes on *e-commerce platforms* such as TikTok Shop and Shopee, which affect the reach and

effectiveness of digital ads that are served.

Table 5: E-Commerce Advertising Complaint Case Activity Data (2020–2024)

Year	Platform E-Commerce	Number of Complaints	Types of Complaints
2021	Shopee	140	Delivery delays
2022	Shopee, Instagram	165	Items not as described
2023	Shopee,Tokopedia, Instagram	172	Size doesn't fit
2024	Shopee, TikTok Shop, Tokopedia	150	Error address input system
2025	TikTok Shop, Shopee	177	Package damaged upon receipt

Source: Shop Owner 2024

Based on the data in the table above, it can be seen that in 2021, Alekids.Official only marketed its products through the Shopee platform, and the majority of consumer complaints were related to delivery delays. As *the number of e-commerce platforms* used, such as Instagram in 2022 and Tokopedia in 2023, the types of complaints received have become more diverse, especially related to inaccurate product information and size mismatches. From 2024 to 2025, the use of TikTok Shop shows a positive influence on the decrease in the number of complaints, although transaction volume continues to increase, which indicates that visual and interactive campaign strategies such as live tiktok are quite effective in increasing consumer satisfaction. However, in 2024 there will be a slight increase in the number of complaints, which are mostly caused by packages that are damaged when received, thus showing the importance of increased cooperation with logistics and improvements in the product packaging process.

Based on the above background related to the connection between digital marketing *literacy skills* and sales levels, good digital marketing literacy skills have a positive and significant influence on sales rates, because business actors with this literacy are able to use various *digital* tools to reach a wider market, manage customer data, analyze consumer behavior, and create more effective marketing strategies, which ultimately drives increased sales.

Similarly, *E-Commerce advertising* is closely related to sales rate because advertising in *E-Commerce* directly increases sales by attracting more customers and driving purchases. Effective advertising on *E-Commerce* platforms increases product visibility, attracts traffic to *online* stores, and ultimately increases *sales volume*.

Regarding digital marketing *literacy skills*, previous research conducted by Denok Sunarsi, H. Hastono, Kharisma Danang Yuangga, Rofiq Noorman Haryadi, Arga Teriyan (2022), Nr Hakiki, Nanda Ameliany, Nursakinah Ritonga (2025), Umi Mutiara Jocelin, Hastono (2025), Happy Damar Darmawam, Oki Iqbal Khair, Davida Suwardhani (2025) and Melia Wida Rahmayani, et al. (2023) although the research objects carried out were different, they all resulted in a conclusion that partially Digital marketing *literacy skills* have a positive and significant effect on sales rates. However, the results of the research conducted by Fardan Abi Wicaksono, at all. (2025) There is an inconsistency where the findings are that digital

marketing literacy ability does not have a significant effect on sales rates.

Regarding *E-Commerce advertising*, previous research conducted by Alya Ariani, Rifky Sandya Adabi (2024), Nadia Syahrani (2025), Nabila Perdana Sukma Nabil, Ayi Wahid (2025) and Yusvita Aprilyan, et al. (2022) although the objects of the research were different, they all came to the conclusion that partially *E-Commerce advertising* has a positive and significant effect on sales rates. However, the results of research conducted by Andik Sheptiyanto, Roni Angger Aditama (2023) have inconsistencies where the findings are that *E-Commerce advertising* does not have a significant effect on sales levels.

Simultaneous research between the variables of *digital marketing literacy* ability and *E-Commerce advertising* their effect on sales levels was carried out by Gusti Putu Eka Kusuma, Kadek Arnewsari Laksmi (2024), Drajat Himawan, Nur Aisyah, Akbar NPD Wahana (2024) and Kisthi Hanila Dewi (2022) although the research objects were different, they all came to the conclusion that simultaneously the ability of *digital marketing* literacy and *E-Commerce advertising* has a positive and significant effect on sales rates. However, the results of research conducted by Fernando, Sarwo Edy Handoyo (2022) have inconsistencies where the findings are that simultaneously digital *marketing* literacy and *E-Commerce advertising* skills do not have a significant effect on sales levels.

Based on the exposure to the above background and some relevant research above, the author is interested in conducting research to find out whether there is a relationship or influence between digital marketing *literacy* and *E-Commerce advertising* skills on sales levels, so the author chose the title **"The Influence of *Digital Marketing* and *E-Commerce Advertising* Literacy SkillsOn the Sales Level of Children's Clothes at Fashion Alekids Official in Bogor Regency".**

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to test the influence between the variables of *digital marketing literacy* ability and *e-commerce advertising* on the sales rate of Children's Clothes at Fashion Alekids Official in Bogor Regency. The population and sample in this study amounted to 100 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

a. If the calculated value > the table, then the statement item is said to be valid.

b. If the rcalculated value < rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this study, namely the variables of digital marketing literacy, *e-commerce advertising* and sales level with the following details:

Testing the Validity of Digital Marketing *Literacy Ability Variables* (X1)

Based on the results of the validity test, the following results were obtained:

Table 6: Testing the Validity of Digital Marketing Literacy Ability Statement Instrument (X1)

Statement No	r count	r Table	Remarks
KX1-1	0,402	0,197	Valid
KX1-2	0,562	0,197	Valid
KX1-3	0,458	0,197	Valid
KX1-4	0,554	0,197	Valid
KX1-5	0,710	0,197	Valid
KX1-6	0,541	0,197	Valid
KX1-7	0,751	0,197	Valid
KX1-8	0,737	0,197	Valid
KX1-9	0,710	0,197	Valid
KX1-10	0,493	0,197	Valid

Source: Data Processing, 2026.

Based on the table above, if $r_{counts} > r_{table}$, it is declared valid and vice versa, if $r_{counts} < r_{table}$, it is declared invalid. In this study, the number of samples (n) to be tested was 100 respondents with a bidirectional significance level of 0.050 with the provision that df = n-2, then df = 100 - 2 = 98, then the r table was obtained at 0.197. From the table above, the statement on the digital marketing literacy ability variable can be said to be valid because all statements have a calculated r value of > 0.197.

E-commerce Advertising *Variable Validity Testing* (X2)

Based on the results of the validity test, the following results were obtained:

Table 7: Testing the Validity of *the E-commerce Advertising Statement* Instrument (X2)

Statement No	r count	r Table	Remarks
KX2-1	0,646	0,197	Valid
KX2-2	0,472	0,197	Valid
KX2-3	0,489	0,197	Valid
KX2-4	0,483	0,197	Valid
KX2-5	0,335	0,197	Valid
KX2-6	0,552	0,197	Valid
KX2-7	0,743	0,197	Valid
KX2-8	0,633	0,197	Valid
KX2-9	0,532	0,197	Valid
KX2-10	0,613	0,197	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements in the *e-commerce advertising variable are* declared valid, this is evidenced by the value of $r_{calculated} > r_{of\ the\ table}$, (n-2) = 100 - 2 = 98 which is 0.197. Thus, the data is suitable to be forwarded as research data.

Validity Testing of Sales Rate Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 8: Testing the Validity of Sales Level Statement Instruments (Y)

Statement No	r count	r Table	Remarks
KY-1	0,615	0,197	Valid
KY-2	0,441	0,197	Valid
KY-3	0,648	0,197	Valid
KY-4	0,438	0,197	Valid
KY-5	0,684	0,197	Valid
KY-6	0,499	0,197	Valid
KY-7	0,702	0,197	Valid
KY-8	0,530	0,197	Valid
KY-9	0,419	0,197	Valid
KY-10	0,394	0,197	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements on the sales level variable are declared valid, it is proven by the value of $r_{calculated} > r_{of\ the\ table}$, (n-2) = 100 - 2 = 98 which is 0.197. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. In this test, it was carried out by comparing the *Cronbach alpha value* obtained with the critical standard of 0.600 with the provision that it is said to be reliable if > from 0.600, and said to be unreliable if it is < from 0.600. The following is a table of instrument reliability results:

Reliability Test of Digital Marketing Literacy Ability Variables (X1)

Based on the results of the reliability test, the following results were obtained:

Table 9: Reliability Test of Digital Marketing Literacy Ability Variables (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,775	10

Source: SPSS 26 data processing

From the table above, it can be seen that the variable of digital marketing literacy ability is said to be reliable, because the test obtained a *Cronbach alpha* value greater than 0.600, which is 0.775 > 0.600.

E-Commerce *Advertising Variable Reliability Test* (X2)

Table 10: E-Commerce Advertising Variable Reliability Test (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,734	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *e-commerce advertising* variable is said to be reliable, because the test obtained *a cronbach alpha* value greater than 0.600, which is 0.734 > 0.600.

Variable Reliability Test Sales Level (Y)

Table 11: Reliability Test of Sales Level Variable (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,707	10

Source: SPSS 26 data processing

From the table above, it can be seen that the sales rate variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is 0.707 > 0.600.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05, the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 12: Normality Test Results

One-Sample Kolmogorov-

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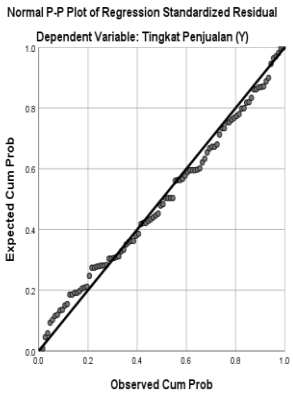
N		100
Normal Parameters[a,b]	Red	0.0000000
	Std. Deviation	2.62789153
Most Extreme Differences	Absolute	.063
	Positive	.058
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Data Processing, 2026.

From the table above, a significant *value (2-tailed)* of 0.200 can be obtained. Because the significance is more than 0.050 or (0.200 > 0.050), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using *a Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



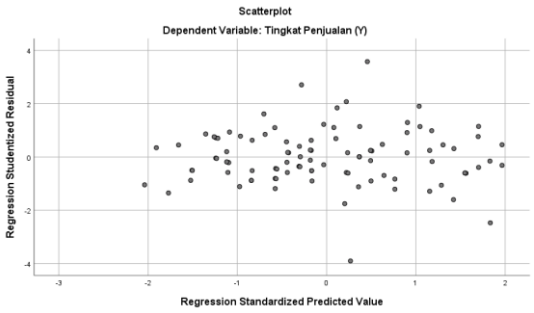
Source: Data Processing, 2026.

Figure 2: Normality Test P-Plot

From the graph above, it can be seen that the dots are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data from the variables of *digital marketing* literacy ability (X1), *e-commerce advertising* (X2) and sales rate (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2026.

Figure 3: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test
T test (Partial test)

To find out the influence between *digital marketing* literacy (X1) and *e-commerce advertising* (X2) skills on sales level (Y), it can be done with a t test (partial test). The provisions are as follows:

1) If the tcount > ttable means that Ho is rejected and Ha is accepted (there is an influence).
2) If the tcount > ttable means that Ho is accepted and Ha is rejected (no effect)

Partial Hypothesis Test for Digital Marketing Literacy Ability Variables (X1)

The hypotheses that will be tested in this section are:

H01: There was no significant effect on literacy ability *Digital Marketing* to the Sales Level of Children's Clothes at Fashion Alekids Official in Bogor Regency.

Ha1 : There is a significant influence between literacy skills *Digital Marketing* to the Sales Level of Children's Clothes at Fashion Alekids Official in Bogor Regency.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 13: Partial Hypothesis Test Results Between *Digital Marketing Literacy* Ability (X1) and Sales Level (Y)

Coefficient

Models	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	17.122	2.522		6.790	.000
Digital Marketing Literacy Skills (X1)	.558	.067	.642	8.290	.000

a. Dependent Variable: Sales Rate (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or (8.290 > 1.984) was obtained, which was also strengthened by a significance value of < 0.05 or (0.000 < 0.05). Thus, H_{o1} was rejected and Ha_1 was accepted, this shows that there is a significant influence between digital marketing literacy skills on the sales level of Children's Clothes at Fashion Alekids Official in Bogor Regency.

Partial Hypothesis Test for E-commerce *Advertising* Variables (X2)

The hypotheses that will be tested in this section are:

H02: There was no significant effect between *E-commerce Advertisement* to the Sales Level of Children's Clothes at Fashion Alekids Official in Bogor Regency.

Ha2: There is a significant influence between *E-commerce Advertisement* to the Sales Level of Children's Clothes at Fashion Alekids Official in Bogor Regency.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 14: Partial Hypothesis Test Results Between *E-Commerce Advertising* (X2) and Sales Level (Y)

Coefficient

Models	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	15.909	2.746		5.793	.000
E-Commerce Advertising (X2)	.592	.074	.631	8.049	.000

a. Dependent Variable: Sales Rate (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or (8.049 > 1.984), this is also strengthened by a significance value of

< 0.05 or (0.000 < 0.05). Thus, H_{o2} was rejected and H_{a2} was accepted, this shows that there is a significant influence between *e-commerce advertising* on the Sales Level of Children's Clothes at Fashion Alekids Official in Bogor Regency.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all independent variables (digital *marketing* literacy ability and *e-commerce advertising*) against their dependent variables (sales level). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

H03: There was no significant effect on literacy ability *Digital Marketing* and *E-commerce Advertisement* simultaneously to the sales level of Children's Clothes at Fashion Alekids Official in Bogor Regency.

Ha3: There is a significant influence between literacy skills *Digital Marketing* and *E-commerce Advertisement* simultaneously to increase the sales of Children's Clothes at Fashion Alekids Official in Bogor Regency.

As a comparison to see the significant effect, a significant level of 5% (0.05) is used and compares the $F_{calculation}$ with the F_{table} with the following criteria:

1) If Fcalcul<Ftable means Ho is accepted and Ha is rejected
2) If Fcalcul>Ftable means Ho is rejected and Ha is accepted

The formula for finding the F value of the table is:

(df = k-1) = df1 = 3-1 = 2 and (df2 = n – k) = 100 - 3 = 97

So with a significance of 5% or 0.05, $F_{of\ the\ table}$ of 97 = 3.090 from the statistical table is obtained. Here are the results of the ANOVA test or the F test:

Table 15: Results of simultaneous tests (F test) between *Digital Marketing* (X1) and *E-Commerce Advertising* (X2) literacy skills on sales level (Y)

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Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	905.634	2	452.817	64.246	.000b
	Residual	683.676	97	7.048		
	Total	1589.310	99			

a. Dependent Variable: Sales Rate (Y)
b. Predictors: (Constant), E-Commerce Advertising (X2), Digital Marketing Literacy Ability (X1)
Source: Data Processing, 2026.

Based on the test results in the ANOVA table above, the value of $F_{was\ obtained\ calculated}$ > F_{table} or (64.246 > 3.090) and strengthened with a significance of < 0.05 or (0.000 < 0.05). So it can be concluded that digital *marketing* literacy and *e-commerce advertising* together have a significant effect on the sales rate of Children's Clothes at Fashion Alekids Official in Bogor Regency.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good the digital *marketing* and *e-commerce advertising* literacy ability is to the sales level. Furthermore, the results of this study will be discussed as follows:

The Effect of *Digital Marketing* Literacy Ability (X1) on Sales Rate (Y)

Based on the results of the analysis, the research variable of digital

marketing literacy ability had a significant effect on the sales rate as evidenced by the results of the$_{t\text{-count}}$ test = 8.290 while ttable = 1.984 (tcount > ttable) with a significant level of 0.000 < 0.05, then Ho1 was rejected and Ha1 was accepted. This research is in line with research that has been conducted by Nr Hakiki, Nanda Ameliany, Nursakinah Ritonga (2025). Analysis of the Influence of Digital Marketing Strategy on Increasing MSME Sales in Sawang District, North Aceh. In his research, it was concluded that using digital marketing strategies had a significant effect on increasing sales with a hypothesis test obtained sig. 0.000 < 0.05

The Influence *of E-Commerce Advertising* (X2) on Sales Rate (Y)

Based on the results of the analysis, *the e-commerce advertising* variable has a significant effect on the sales level as evidenced by the results of the tcal test = 8.049 while ttable = 1.984 (tcal > ttable) with a significant level of 0.000 < 0.05, then Ho2 is rejected and Ha2 is accepted. This research is in line with research that has been conducted by Alya Ariani, Rifky Sandya Adabi (2024). The impact of *e-commerce* on increasing MSME sales. In his research, it was concluded that *E-Commerce* has a significant impact on increasing sales with a hypothesis test obtained sig. 0.000 < 0.05.

The Effect of *Digital Marketing* (X1) and *E-Commerce Advertising* (X2) Literacy Skills Simultaneously on Sales Rate (Y)

Based on the results of the Anova test, the value of Fcal > Ftabel or (64.246 > 3.090) was obtained and also strengthened with a significant value of < 0.05 or (0.000 < 0.05), then Ho_3 was rejected and Ha3 was accepted. So it can be concluded that digital *marketing* literacy and e-commerce *advertising* together have a significant effect on the Sales Rate of Children's Clothes at Fashion Alekids Official in Bogor Regency. This research is in line with research that has been conducted by Gusti Putu Eka Kusuma, Kadek Arnewsari Laksmi (2024). The Influence of *Digital Marketing* Literacy Skills and *E-Commerce Advertising* Strategy on Increasing Spare Parts Sales Volume (Case Study on PT. Edie Arta Motor Indonesia Bungkulan Branch). In his research, it was concluded that simultaneously Digital Marketing Literacy and *E-Commerce Advertising* had a significant positive effect on sales *volume* with F-calculated values > f-tables, (21.881 > 3.12).

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion on the influence *of digital marketing* (X1) and *e-commerce advertising* (X2) literacy skills on sales (Y), the following are as follows:

1. Partially, digital marketing *literacy ability* has a significant effect on sales rates, this is evidenced by the results of the hypothesis test obtained by t_{count} of > t_{table} (8,290 > 1,984) and also strengthened with a significance of 0.000 < 0.05. So Ha_1 was accepted. Thus, it can be concluded that the variable of digital marketing literacy ability has a significant effect on the sales rate of Children's Clothes at Fashion Alekids Official in Bogor Regency.
2. Partially, *e-commerce advertising* has a significant effect on sales rates, this is evidenced by the results of the hypothesis test obtained by t_{count} of > t table (8,049 > 1,984) and also strengthened with a significance of 0.000 < 0.05. So Ha_2 was accepted. Thus, it can be concluded that *the e-commerce advertising variable* has

a significant effect on the sales rate of Children's Clothes at Fashion Alekids Official in Bogor Regency.

3. The ability to *simultaneously have a* significant effect on the level of sales, as evidenced by the results of the hypothesis test obtained by $F_{count} > F_{table}$ or (64,246 > 3,090) and also strengthened by a significance of 0.000 < 0.05. Hence Ha_3 is accepted. Thus, it can be concluded that the variables of *digital marketing* literacy and *e-commerce advertising* simultaneously have a significant effect on the sales rate of Children's Clothes at Fashion Alekids Official in Bogor Regency.

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