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The Influence Of Product Visuals And Digital Branding On Sales Growth In The Batik Pancor Emas Micro, Small, And Medium Enterprise

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Abstract

The shift of marketing activities toward digital platforms requires Micro, Small, and Medium Enterprises (MSMEs) to strengthen their product presentation while building a consistent brand identity in order to compete in an increasingly crowded online market. This study was designed to measure the extent to which product visuals and digital branding affect sales growth in the Batik Pancor Emas MSME, examining both their individual (partial) and combined (simultaneous) effects. An associative quantitative approach with a purposive sampling design was applied; from a population of 115 consumers who made offline transactions between July and December 2025, 89 respondents were obtained using the Slovin formula (5% margin of error). Data were collected through a five-point Likert-scale questionnaire and analyzed using multiple linear regression with SPSS after passing validity, reliability, and classical assumption tests. The findings show that product visuals have a positive and significant effect on sales growth (t = 4.195; Sig. = 0.000), digital branding also has a positive and significant effect (t = 3.878; Sig. = 0.000), and when combined, the two variables simultaneously have a significant effect (F = 75.618; Sig. = 0.000), contributing 63.7% to the variation in sales growth. In conclusion, the quality of batik product visual presentation and the consistency of digital brand management need to be implemented together, as both are proven to be real drivers of sales growth in culture-based MSMEs.

Keywords: product visuals; digital branding; sales growth; batik MSME

INTRODUCTION

The wave of digitalization over the past two decades has fundamentally reshaped the face of marketing, shifting it from conventional methods toward internet-based models

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that are faster and reach far wider markets. Data from the Indonesian Internet Service Providers Association (APJII) recorded that the national internet penetration rate reached 78.19% in 2023, equivalent to more than 215 million users out of a total population of approximately 275.7 million people. This momentum was further reinforced by the COVID-19 pandemic, which forced business actors including the 87.5% of MSMEs directly affected to adjust their marketing patterns in order to keep reaching consumers through digital channels.

For MSME actors, digital-based marketing is no longer merely an additional option but a strategic necessity for expanding markets and sustaining competitiveness. Among the various elements that determine the effectiveness of digital marketing, product visual presentation holds an important position as the first stimulus that captures a prospective buyer's attention before any other consideration arises. The quality of composition, color, and clarity of detail in product photographs and packaging also shapes consumer perceptions of the quality of the goods offered. Alongside product visuals, digital branding plays a role in maintaining the consistency of brand identity across various online channels social media, marketplaces, and websites so that small businesses can be recognized and trusted by a wider market.

Batik, as a cultural heritage recognized by UNESCO, carries a distinctive selling value along with its own challenges in digital marketing, since this product requires visual presentation capable of highlighting the uniqueness of its motifs and the cultural meaning behind them. The Batik Pancor Emas MSME, which has developed in Bucor Kulon Village with motifs inspired by local natural conditions and social life, is one example of a local batik business currently transitioning to digital marketing but has not yet managed its product visuals and online branding in an integrated manner. Previous studies on this MSME have generally remained descriptive and qualitative, so they have not provided a measurable empirical picture of the contribution of product visuals and digital branding to sales growth. This gap forms the basis of the present study, which aims to analyze the influence of product visuals and digital branding on sales growth in the Batik Pancor Emas MSME, both partially and simultaneously.

LITERATURE REVIEW AND HYPOTHESES

Product Visuals

Product visuals refer to the way a good is presented through elements of shape, color, texture, and packaging so as to create both clarity and appeal in the eyes of consumers. This concept is closely related to visual merchandising, namely the art of arranging and presenting merchandise whether in physical stores or online channels so that a product's advantages are more easily perceived and purchase interest is

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encouraged. Three indicators commonly used to measure product visuals in this study include product design, color combination, and packaging quality.

Digital Branding

Digital branding is defined as a series of efforts to build and communicate brand identity consistently through digital channels so that it is easy for consumers to remember and trust. Unlike mere promotional activity, digital branding emphasizes the consistency of narrative and brand appearance across various platforms so as to strengthen brand awareness while also building long-term loyalty. The indicators used include the appearance of digital media, content consistency, and the professional impression displayed by business actors.

Sales Growth

Sales growth describes the increase in transaction volume or value of a business from one period to the next as an indicator of the success of the marketing strategy applied. In this study, sales growth is measured through three indicators: purchase interest, consumer trust, and repurchase tendency, which together reflect the strengthening of market acceptance toward the product offered.

Research Hypotheses

Based on the theoretical framework above, this study proposes three hypotheses: (H1) product visuals influence sales growth in the Batik Pancor Emas MSME; (H2) digital branding influences sales growth in the Batik Pancor Emas MSME; and (H3) product visuals and digital branding simultaneously influence sales growth in the Batik Pancor Emas MSME.

RESEARCH METHOD

This study employs an associative quantitative approach to test cause-and-effect relationships between variables in an objective and measurable manner. The study population consists of all consumers who purchased Batik Pancor Emas products offline between July and December 2025, totaling 115 people. The sample size was determined using the Slovin formula with a 5% margin of error, yielding 89 respondents drawn through a purposive sampling technique, namely consumers who had made direct transactions and had also been exposed to the MSME's digital promotion.

Primary data were collected using a closed five-point Likert-scale questionnaire, supported by documentation as a supplementary instrument. Before further analysis, the instrument's validity and reliability (Cronbach's Alpha) were tested, after which the data were examined through classical assumption tests normality, multicollinearity, and

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heteroscedasticity to ensure the regression model was appropriate for use. The main analysis used multiple linear regression with the model Y = α + β1X1 + β2X2 + e, where Y is sales growth, X1 is product visuals, and X2 is digital branding. Hypothesis testing was carried out through the t-test (partial) and F-test (simultaneous) at a significance level of 0.05, complemented by the coefficient of determination (R^2) to measure the magnitude of the two independent variables' contribution to the dependent variable.

RESULTS AND DISCUSSION

Respondent Characteristics

Of the 89 respondents involved, the majority were female (66.3%), predominantly aged 17–25 years (64%) and status as students (51.7%). Most respondents (51.7%) were recorded as having made only a single purchase, indicating a consumer base still dominated by first-time buyers rather than repeat customers.

Classical Assumption Test

The Kolmogorov-Smirnov and Shapiro-Wilk tests produced significance values below 0.05 (0.012 and 0.008), yet the graphical examination of the Normal P-P Plot showed residual points scattered close to the diagonal line. Referring to the Central Limit Theorem, which applies to sufficiently large samples (n ≥ 30), the normality assumption was considered adequately satisfied visually, so the regression model remained appropriate to proceed with. The multicollinearity test showed a VIF value of 2.600 and a Tolerance of 0.385 for both independent variables, far from the critical threshold, indicating no symptoms of multicollinearity. The Glejser test for heteroscedasticity showed that product visuals were not significant (Sig. 0.081) while digital branding showed a significant indication (Sig. 0.015); however, the randomly scattered pattern of the scatterplot without a systematic shape indicates that the heteroscedasticity present is not serious.

Regression Analysis and Hypothesis Testing

The multiple linear regression results produced the equation Y = 3.920 + 0.438X1 + 0.378X2 + e, meaning that every one-unit increase in product visuals has the potential to raise sales growth by 0.438 units, and every one-unit increase in digital branding raises sales growth by 0.378 units, with other variables held constant.

Table 1. Results of the t-Test (Partial) and F-Test (Simultaneous)

Variable	t / F	Sig.	Remarks
Product Visuals (X1)	4.195	0.000	Significant effect

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Digital Branding (X2)	3.878	0.000	Significant effect
Simultaneous (F)	75.618	0.000	Significant effect

Source: Primary data processed, 2026

The coefficient of determination (R^2) of 0.637 indicates that product visuals and digital branding together explain 63.7% of the variation in sales growth, while the remaining 36.3% is influenced by other factors outside the model, such as price, location, and service quality.

Testing of the first hypothesis proves that product visuals have a positive and significant effect on sales growth (t = 4.195 > t table 1.988; Sig. 0.000 < 0.05), so $H0_1$ is rejected and Ha_1 is accepted. This finding is consistent with the view of Kotler and Keller that first visual impressions greatly determine purchasing decisions, and is in line with the results of Bella, Rasidi, and Hamzah (2023) on Batik Ronggo Mukti, which also found an important role of product design in purchasing decisions. In the context of the Batik Pancor Emas MSME, the distinctiveness of the motifs, color harmony, and packaging quality are differentiators that attract the attention of an increasingly aesthetics-conscious market segment.

The second hypothesis was also confirmed: digital branding has a positive and significant effect on sales growth (t = 3.878 > t table 1.988; Sig. 0.000 < 0.05), so $H0_2$ is rejected and Ha_2 is accepted. This result aligns with Chaffey and Ellis-Chadwick, who assert that brand management through digital channels expands market reach and strengthens consumer loyalty, and is in line with the findings of Wardana et al. (2023) and Junaedi et al. (2024), which show that digital marketing makes a real contribution to the growth and competitiveness of MSMEs.

The third hypothesis was confirmed through the F-test, which produced a value of 75.618 with a significance of 0.000, far below the 0.05 threshold, so $H0_3$ is rejected and Ha_3 is accepted: product visuals and digital branding simultaneously have a significant effect on sales growth. The combined contribution of 63.7% confirms that the sales growth of the Batik Pancor Emas MSME is more accurately understood as the result of a synergy between the quality of product presentation and the strength of digital brand identity, in line with the findings of Yaqin, Khairi, and Pradani (2025) regarding the role of e-commerce optimization in expanding the visibility of MSME products.

CONCLUSION

This study concludes that product visuals and digital branding each have a positive and significant partial effect on sales growth in the Batik Pancor Emas MSME, and when combined, they also have a significant simultaneous effect with a contribution of 63.7%.

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The implication is that MSME actors based on cultural products such as batik need to manage product visual presentation and digital brand identity in an integrated and sustainable manner, rather than as separate, standalone efforts. Future research is recommended to include other variables outside this model, such as price, service quality, or location, given that 36.3% of the variation in sales growth remains unexplained by the two variables studied.

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