

STRATEGIES TO IMPROVE THE PERFORMANCE OF MSME's IN KUNINGAN REGENCY

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ABSTRACT

This study examines the variables of Affiliate Marketing, Viral Marketing, Sales Volume, and Sales Performance. Conducted in Kuningan Regency, West Java, with a population of Micro, Small and Medium Enterprises (MSMEs) in the region, the number of research samples was 160. The type of research used is Quantitative Descriptive with Structural Equation Modelling (SEM) as the analysis model. The results showed a significant influence between Affiliate Marketing and Viral Marketing on Sales Volume. However, there is no significant influence between Affiliate Marketing and Sales Performance. In contrast, Viral Marketing is proven to have a significant influence on Sales Performance. In addition, Sales Volume is shown to have a significant influence on Sales Performance. The findings contribute to practical understanding for MSMEs and related parties in optimising marketing strategies, especially through SEM model analysis. This study also identifies the existence of indirect effects, showing that both Affiliate Marketing and Viral Marketing have an influence on Sales Performance through the intermediary variable of Sales Volume.

Keywords: *affiliate marketing, viral marketing, sales volume, sales performance*

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INTRODUCTION

The development of e-commerce sites brings innovation in the world of marketing, advertisers hope that the content they publish can go viral and attract the attention of consumers while selling the products they market. Based on data from the Central Statistics Agency (BPS) in 2022, there were 34.10% of businesses that carried out e-commerce activities until September 15, 2022. The percentage increased compared to December 31, 2021, which was 32.23%. BPS also noted that 2.87 million online businesses are spread across all provinces. As many as 1.5 million or 52.22% of online businesses are located in Java. This is because Java has a large market share and adequate supporting infrastructure. Furthermore, 34.47% of online business owners are in the age range of 35-44 years or millennials. As many as 24.96% of online business owners are aged 45-54 years. Meanwhile, 23.37% of online business owners are aged 25-34 years. Based on their level of education, the majority of online business owners in Indonesia are high school / vocational high school graduates and below, namely 76.2%. This is followed by Diploma IV / S1 graduates at 17.14%.

Indonesia's e-commerce market is expected to be a major growth contributor to Asia Pacific. Based on RedSeer analysis, Indonesia's e-commerce market is projected to increase to US\$ 137.5 Billion by 2025. This represents a compound annual growth rate (CAGR) of 25.3% from 2020's US\$ 44.6 Billion. Meanwhile, in 2022, the transaction value is projected to be US\$ 104 Billion in 2023 and US\$121 Billion in 2024. The large potential of e-commerce in

Indonesia does not have a significant impact on the performance of MSMEs in Kuningan Regency, as shown in the following data:

Tabel 1. Data on Food and Beverage MSMEs in Kuningan Regency

No	Type of MSME's	Total MSME's	Sales			Description
			2020	2021	2022	
1	Kue Kering & Basah	102	18.271	18.719	19.832	Quintal Count
2	Aneka Kripik	55	10.597	10.815	11.645	Quintal Count
3	Tape Ketan	35	24.361	25.192	26.710	Quintal Count
4	Gemblong	33	6.782	6.186	7.325	Quintal Count
5	Aneka Minuman	20	44.824	46.169	48.410	Bottle Count
6	Wajit & Dodol	11	4.341	4.471	4.688	Quintal Count
7	Tempe & Tahu	14	58.270	60.018	62.932	Quintal Count
8	Emping Melinjo	10	3.167	3.262	3.420	Quintal Count
9	Olahan Bawang	8	55.582	57.250	60.029	Quintal Count
10	Olahan Sambel	4	1.488	1.533	1.608	Quintal Count
11	Olahan Kacang	3	6.207	6.393	6.704	Quintal Count

Source : Data from Dinas Koperasi & UMKM Kabupaten Kuningan

The Office of Cooperatives and MSMEs states that the growth in MSME performance is not more than 10% every year, this is certainly a concern for all MSME players to actively participate in making the best strategy to be able to keep up with the development of the e-commerce market in Indonesia. Research conducted by (Alimudin et al., 2022) explains that the increase in sales volume of micro, small and medium enterprises is influenced by digital marketing activities that run effectively, (Ramadhayanti, 2021) explains that sales volume is influenced by affiliate marketing variables, which basically affiliate marketing is part of digital marketing activities that can have an impact on sales volume. (Arafah et al., 2023) in their research suggest that if business actors use more than 1 content creator to run affiliate marketing accompanied by reviews and viral content in it, it can have an influence on buying interest, make purchasing decisions and lead to an increase in sales volume.

Increasing sales volume and having the best performance of a business is the goal of business people in marketing their products, as is the case in Indonesia, where behavioral observations of online shopping habits have influenced consumer purchasing behavior. Some examples of viral marketing phenomena that occur in Indonesia are able to arouse potential consumers of the need to own and experience a product that is going viral. Products that are going viral invite affiliates to join in marketing the product, this is certainly an advantage for business units in marketing products more efficiently. (Fadhli Nursal et al., 2022) explains that affiliate marketing can help the performance of MSMEs in their survival. Affiliate marketing has an influence of 40% in the occurrence of sales transactions and 68% of sales transactions occur due to encouragement of viral marketing content.

If you see fluctuations in performance data and sales volume of MSMEs in Kuningan Regency, it is necessary to conduct further study activities as a strategy to grow the performance of MSMEs in Kuningan Regency which is driven by active affiliate marketing and viral marketing activities in order to obtain maximum sales volume and produce overall MSME performance

METHOD

The method used in this research is descriptive quantitative which serves to describe the variables studied and is able to calculate the magnitude of the influence between the variables studied as the hypothesis has been determined based on the following framework:

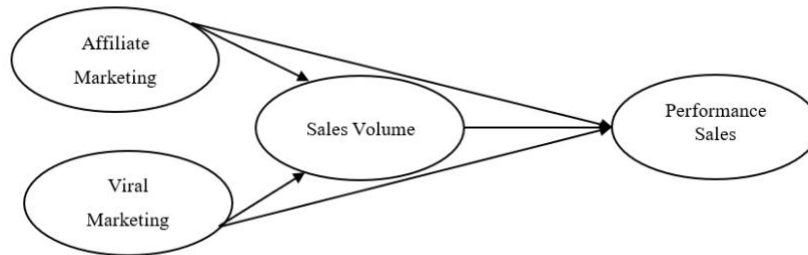


Figure 1. Framework

Based on the research framework, the following research hypothesis is determined:

- H1 : There is an influence between Affiliate Marketing on Sales Volume
- H2 : There is an influence between Viral Marketing on Sales Volume
- H3 : There is an influence between Affiliate Marketing on Sales Performance
- H4 : There is an influence between Viral Marketing on Sales Performance
- H5 : There is an influence between Sales Volume on Sales Performance
- H6 : There is an indirect influence between Affiliate Marketing on Sales Performance through the sales volume variable
- H7 : There is an indirect influence between Viral Marketing on Sales Performance through the sales volume variable.

This research took place in Kuningan Regency with a research population of MSME players in Kuningan Regency, West Java and determining the number of samples based on Hair et al. (2014) which suggests that the number of samples depends on the number of indicators multiplied by 5 to 10 times. This study has 16 research indicators, so the number of samples determined by this study is 10 times the number of research indicators, namely 160 respondents.

The research variables consist of 4 variables which are divided into 2 exogenous variables (Affiliate Marketing and Viral Marketing Variables), 1 Endogenous variable (Sales Performance) and 1 Intervening Variable (Sales Volume). The research variables are described in the variable operational table which can be explained as follows:

Table 2. Operational Variables

Variable	Indicator	Skala
Affiliate Marketing (X1)	1. Conten Marketing	Skala Interval 1-10
	2. Mobile Marketing	
	3. Continues Marketing	
	4. Integrated Digital Marketing	
	5. Visual Marketing	
	6. Personalized Marketing	
	1. Customer Recommendation (Rekomendasi),	Skala Interval
	2. Linking Strategies, (Strategic Links)	

Viral Marketing (X2)	3.	Free Offer, (Free Offer)	
	4.	Sweepstake (undian)	1-10
	5.	Product texts,	
	6.	Search Engines	
	1.	Achieve Sales Volume	Skala Interval
	2.	Increase in Number of Customers	1-10
Sales Volume (Z)	1.	Profit Generation	Skala Interval
	2.	Supporting Company Growth	1-10

Source: processed data 2023

The data analysis technique used in this research is the analysis of the causality model and to test the hypothesis proposed, the analysis technique used uses SEM (Structural Equation Modeling) which is operated through the AMOS program. Based on SEM (Structural Equation Modeling) modeling which consists of measurement models and structural models. Measurement model or measurement model is intended to confirm the dimensions developed on a factor which further assesses the relationship that forms or explains the causality between factors. Complete modeling is formed based on the steps of Developing a theory based on a model, Forming a flowchart of causal relationships, Changing the flowchart into structural equations and measurement models in this case specific structural equations and measurement models are ready to be made, namely by changing the flowchart to the measurement model Structural Equation (Structural Equation) and Measurement Model Specification Equation (Measurement Model), Selecting the input matrix and estimating the model includes, analyzing the possibility of identification problems, evaluating the Goodness of Fit criteria and Test of Fit and Statistical Tests include Chi-square fit test, Probability, RMSEA (The Root Mean Square Error of Approximation), GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit), CMIN/DF (The Minimum Sample Discrepancy Function), TLI (Tucker Lewis Index), CFI (Comparative fit index).

The following is a full model structural equation modeling (SEM) analysis with fit tests and statistical tests. The results of data processing for this full model analysis are presented in the following figures and tables:

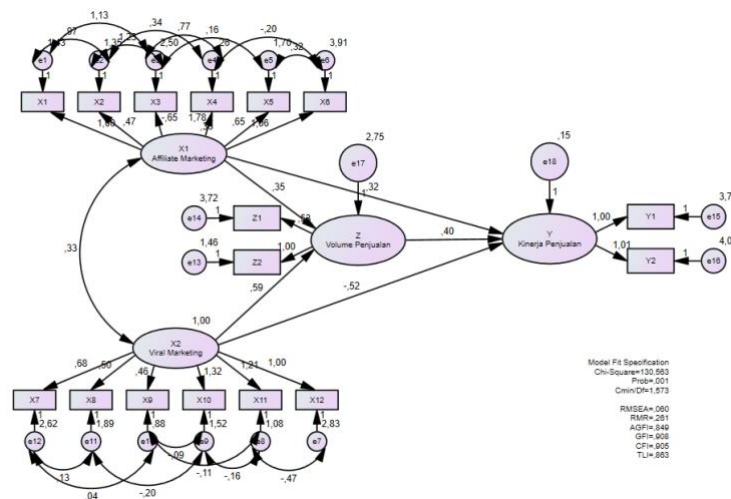


Figure 2. Full model analysis

Based on Figure 2, the following can be explained:

1. There are two latent exogenous variables, namely ξ_1 (ksi_1) (Affiliate Marketing) and ξ_2 (ksi_2) (Viral Marketing), each variable is measured by indicators or manifests. The manifest symbol for exogenous variables is X and the error value is called delta (δ).
2. There are two latent endogenous variables namely η_1 (eta_1) (Sales Volume) and η_2 (eta_2) (Sales Performance) each variable is measured by indicators or manifests. The manifest symbol for endogenous variables is the error value called epsilon (ϵ).
3. Between exogenous latent variables are covaried by connecting these two latent variables with two arrows (covariance or correlation relationship) with the phi (ϕ) symbol.
4. All endogenous latent variables must be given error or residual regression values with the symbol zeta (ζ)
5. The regression coefficient between exogenous latent variables and endogenous latent variables is given the symbol gamma (γ) by giving notation from endogenous latent variables to exogenous latent variables:

From ξ_1 to $\eta_1 = \gamma_{1.1}$

From ξ_2 to $\eta_1 = \gamma_{1.2}$

From ξ_1 to $\eta_2 = \gamma_{2.1}$

From ξ_2 to $\eta_2 = \gamma_{2.2}$

6. The regression coefficient between endogenous latent variables and other endogenous latent variables is symbolized beta (β) by giving the following notation: From η_1 to $\eta_2 = \beta_{2.1}$
7. There are two measurement models, namely the measurement model of the exogenous latent variable and the measurement model of the endogenous latent variable. The measurement model is the relationship between indicators or manifests and their latent constructs. Based on this figure, there are two exogenous latent measurements ξ_1 and ξ_2 , and two endogenous latent variable measurement models η_1 and η_2 . The factor loading value from the indicator to the latent construct is called lambda (λ). The following is the mathematical equation of the measurement model:

Latent Variable ξ_1 :

$X_1 = \lambda_{1.1}\xi_1 + \delta_1$

$X_2 = \lambda_{2.1}\xi_1 + \delta_2$

$X_3 = \lambda_{3.1}\xi_1 + \delta_3$

$X_4 = \lambda_{4.1}\xi_1 + \delta_4$

Latent Variable ξ_2 :

$X_5 = \lambda_{5.2}\xi_2 + \delta_5$

$X_6 = \lambda_{6.2}\xi_2 + \delta_6$

$X_7 = \lambda_{7.2}\xi_2 + \delta_7$

$X_8 = \lambda_{8.2}\xi_2 + \delta_8$

Latent Variable η_1 :

$Z_1 = \lambda_{1.1}\eta_1 + \epsilon_{12}$

$Z_2 = \lambda_{2.1}\eta_1 + \epsilon_{11}$

$Z_3 = \lambda_{3.1}\eta_1 + \epsilon_{10}$

$Z_4 = \lambda_{4.1}\eta_1 + \epsilon_9$

Latent Variable η_2 :

$$Y1 = \lambda_{1.2}\eta_2 + \varepsilon_{11}$$

$$Y2 = \lambda_{2.2}\eta_2 + \varepsilon_{12}$$

$$Y3 = \lambda_{3.2}\eta_2 + \varepsilon_{13}$$

8. The structural equation model is a model of the relationship between latent variables with the following equation:

$$\eta_1 = \gamma_{1.1}\xi_1 + \gamma_{1.2}\xi_2 + \zeta_1$$

$$\eta_2 = \gamma_{2.1}\xi_1 + \gamma_{2.2}\xi_2 + \zeta_1 + \beta_{2.1}\eta_1 + \zeta_2$$

Model feasibility is measured based on the Fit model criteria on the Chi-Square, CFI, CMIN/DF, RMSEA, GFI, and AGFI assessment indices as presented in the following table:

Table 3. Full Model Feasibility Test Results

Goodness of Fit Indeks	Syarat	Hasil	Evaluasi Model
Chi-Square (df= = 160)	Kecil (<190,516)	130,583	Fit
Probability	= 0,05	0,001	Tidak Fit
RMSEA	= 0,08	0,060	Fit
RMR	= 0,05	0,261	Tidak Fit
GFI	= 0,90	0,908	Fit
AGFI	= 0,90	0,849	Tidak Fit
CMIN/DF	= 5,00	1,573	Fit
CFI	= 0,90	0,907	Fit
IFI	= 0,90	0,980	Fit

Source: processed data 2023

Based on the Full Model Feasibility Test Results Table, there are at least 3 Fit Models for Full Model feasibility, so it can be said that the Full Model is acceptable.

Table 4. Regression Test Analysis

Regression Weights: (Group number 1 – Default model)

		Estimate	S.E.	C.R.	P	Label
Z_Volume_Penjualan	<--- X1_Afilliate_Marketing	,346	,335	1,031	,303	par_11
Z_Volume_Penjualan	<--- X2_Viral_Marketing	,588	,244	2,012	,016	par_12
Y_Kinerja_Penjualan	<--- Z_Volume_Penjualan	,396	,169	2,542	,019	par_13
Y_Kinerja_Penjualan	<--- X1_Afilliate_Marketing	,324	,268	1,210	226	par_14
Y_Kinerja_Penjualan	<--- X2_Viral_Marketing	,518	,234	2,211	,027	par_15

Sumber: Uji Data SEM 2023

RESULTS AND DISCUSSION

Parameter estimation of direct effect testing used to test hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 4 and hypothesis 5 as follows:

Hypothesis Testing Results I

The effect of Affiliate Marketing on Sales Volume shows a CR value of 1.031 < 1.96 with a probability of 0.303 > 0.05. Hypothesis 1 is rejected, that the Affiliate Marketing variable has no effect on Sales Volume.

Hypothesis II Testing Results

The effect of Viral Marketing on Sales Volume shows a CR value of $2.012 > 1.96$ with a probability of $0.016 < 0.05$. Hypothesis 2 is accepted, that the Viral Marketing variable has a positive and significant effect on Sales Volume.

Hypothesis Testing Results III

The effect of Afilliate Marketing on sales performance shows a CR value of $1.210 < 1.96$ with a probability of $0.226 > 0.05$. Hypothesis 3 is rejected, that the Afilliate Marketing variable has no effect on sales performance.

Hypothesis IV Testing Results

The effect of Viral Marketing on sales performance shows a CR value of $2.211 > 1.96$ with a probability of $0.027 < 0.05$. Hypothesis 4 is accepted, that viral marketing variables have a significant effect on sales performance.

Hypothesis V Testing Results

The effect of Sales Volume on Sales Performance shows a CR value of $2.542 > 1.96$ with a probability of $0.019 < 0.05$. Hypothesis 5 is accepted, that the sales volume variable has a significant effect on sales performance.

Results of Hypothesis VI and Hypothesis VII Testing

Influence analysis is intended to see how strong the influence of a variable is with other variables either directly or indirectly. The interpretation of these results will have an important meaning in increasing visiting interest. Parameter estimates for testing indirect effects to test hypothesis 6 and hypothesis 7 are as follows:

Table 5. Analysis of Direct Effect Test between Variables
Standardized Regression Weights: (Group number 1 – Default Model)

	Estimate
z_Volume_Penjualan <--- X1_Afilliate_Marketing	,115
z_Volume_Penjualan <--- X2_Viral_Marketing	,325
Y_Kinerja_Penjualan <--- z_Volume_Penjualan	,886
Y_Kinerja_Penjualan <--- X1_Afilliate_Marketing	,242
Y_Kinerja_Penjualan <--- X2_Viral_Marketing	,641

Sumber: Data yang di olah 2023

Based on the direct effect test, the test results stated that the magnitude of the direct effect of the Afilliate Marketing variable on sales volume was 0.115, the viral marketing variable on sales volume was 0.325, the afilliate marketing variable on sales performance was 0.242, viral marketing on sales performance was 0.641 and sales volume on sales performance was 0.886.

Table 6. Analysis of Indirect Influence Test Between Variables
Standardized Regression Weights: (Group number 1 – Default Model)

	X2_Viral Marketing	X1_Afilliate Marketing	Volume Penjualan	Y_Kinerja Penjualan
z_Volume_Penjualan	,000	,000	,000	,000
Y_Kinerja_Penjualan	,288	,102	,000	,000

Sumber: Data yang di olah 2023

Based on the indirect effect test, for the results of testing hypotheses 6 and 7, it is stated that the magnitude of the indirect effect of the Afilliate Marketing variable on Sales Performance

through the Sales Volume variable is 0.288, which means that Hypothesis H6 is accepted. The magnitude of the indirect effect of the Viral Marketing variable on Sales Performance through the Sales Volume variable is 0.102, which means that Hypothesis H7 is accepted.

DISCUSSION

The Effect of Affiliate Marketing on Sales Volume

The world of marketing has undergone significant changes. One marketing strategy that has gained a lot of attention is affiliate marketing. Affiliate marketing is a strategy in which companies pay commissions to other individuals or entities (affiliates) to promote their products or services and generate sales. However, the extent to which affiliate marketing affects sales volume is still an interesting question to research.

The hypothesis test results proposed in this study explain that affiliate marketing has a positive and significant effect on sales volume. This means that the more effective the affiliate marketing strategy implemented by a business, the higher the sales volume they can achieve. The answer to this hypothesis can be proven and corroborated by further examining case studies, sales data, and market trend analysis.

The Effect of Viral Marketing on Sales Volume

Viral marketing has become one of the most effective marketing strategies in achieving business success. Viral marketing is a strategy in which messages or content are widely shared by consumers or users, with the hope that it can spread quickly and reach a wider audience.

The hypothesis proposed in this discussion provides results that viral marketing has a positive and significant effect on sales volume. In other words, the more successful a viral marketing campaign is in reaching and influencing consumers, the higher the sales volume that can be achieved by companies, especially MSME players, to obtain an increase in sales volume. The proof of this hypothesis can be seen from various examples of successful viral campaigns, related sales data, and analysis of relevant market trends. In addition, a discussion of the factors that influence the success of viral marketing campaigns, such as creativity, originality, and relevance of content to the target audience, is not an insurmountable obstacle to viral marketing success.

The Effect of Affiliate Marketing on Sales Performance

Based on data test analysis, the results show that the affiliate marketing variable does not have a significant effect on the sales performance of a company. This shows that the hypothesis is rejected. Although affiliate marketing has been considered an effective marketing strategy, our research shows that the implementation of this strategy does not have a significant impact on sales performance.

This result shows the importance of considering a more holistic and comprehensive marketing strategy in an effort to improve sales performance. While affiliate marketing can be part of a marketing strategy, companies need to pay attention to other factors that can have a greater influence on sales performance.

The finding that Affiliate Marketing variables have no effect on sales performance invites deep questions about the effectiveness of this marketing model in achieving sales goals. There may be factors that were not clearly identified in this study, which could be the focus of further research to better understand these dynamics.

Effect of Viral Marketing on Sales Performance

In this study we found that viral marketing can have a positive and significant impact on sales performance. When a viral campaign manages to reach and influence consumers effectively, companies can experience a significant increase in their sales volume.

There are several factors that explain why viral marketing has a significant impact on sales performance. First, viral marketing can create buzz and high curiosity among consumers, which can encourage them to buy the products or services offered. Second, viral marketing can build strong brand awareness and increase consumer trust, which in turn can help increase sales. Thirdly, viral marketing can create long-term effects by expanding the brand's reach and creating a closer relationship between the brand and consumers.

Thus, the results of this study show that viral marketing has a significant influence on sales performance. Companies can utilize this strategy by creating engaging content, sharing through the right platforms, and ensuring that the message is relevant to the target audience. With proper implementation, viral marketing can be an effective tool in improving sales performance and achieving business success.

The Effect of Sales Volume on Sales Performance

In the business world, sales volume is an achievement of the number of products or services sold in a certain period of time. Our results show that sales volume has a significant influence on the sales performance of a company. We found that a significant increase in sales volume and an increase in the number of customers have a positive impact on overall sales performance. The higher the sales volume achieved by a company, the better sales performance they can achieve.

There are several factors that explain why sales volume has a significant influence on sales performance. First, the higher the sales volume, the higher the revenue generated by the company. This can provide greater profits and increase the profitability of the company. Second, with high sales volume, companies can achieve economies of scale and reduce production costs per unit, which in turn can improve operational efficiency and net profits. Thirdly, high sales volume can also reflect the popularity and consumer confidence in the products or services offered by the company.

Thus, the results of this study indicate that sales volume has a significant influence on sales performance. Companies need to focus on marketing and sales strategies that can increase their sales volume, such as new product launches, increased promotion and branding, and expanding market share. By increasing sales volume, companies can achieve better sales performance and achieve business goals.

The Indirect Effect of Affiliate Marketing on Sales Performance Through Sales Volume Variables

In the marketing world, affiliate marketing has become one of the popular strategies in improving sales performance. However, the effect of affiliate marketing on sales performance does not only occur directly, but can also affect other variables, such as sales volume. Our results show that there is an indirect effect between affiliate marketing and sales performance through the sales volume variable. These results found that affiliate marketing can positively influence sales volume, which in turn contributes to the improvement of overall sales performance. In this context, sales volume acts as an intervening variable between affiliate marketing and sales performance, which means that affiliate marketing cannot directly affect

sales performance, but rather affiliate marketing will affect sales performance through the sales volume variable first.

There are several factors that explain why affiliate marketing can affect sales volume and ultimately affect sales performance indirectly. First, through affiliate networks, affiliate marketing can increase product visibility and reach a wider audience. This can result in an increase in the number of sales made by affiliates, which in turn will increase overall sales volume. Secondly, affiliate marketing can build brand trust and credibility through affiliate recommendations to consumers. This can encourage consumers to make purchases, which will ultimately increase sales volume.

Thus, companies need to consider effective marketing strategies in implementing affiliate marketing, such as selecting affiliates that are relevant and have a strong follower base, ensuring good product quality, and optimizing the sales process to increase sales volume. With increased sales volume, companies can achieve better sales performance and achieve business goals.

Indirect Influence between Viral Marketing on Sales Performance through Sales Volume Variables.

In the modern marketing world, viral marketing has become one of the effective strategies in achieving high sales performance. However, the effect of viral marketing on sales performance does not only occur directly, but can also affect other variables, such as sales volume. Our results show that there is an indirect effect between viral marketing and sales performance through the sales volume variable.

In this study, we used data analysis and path analysis methods to test our hypothesis. We found that viral marketing can positively influence sales volume, which in turn contributes to the improvement of overall sales performance. In this context, sales volume acts as an intervening variable between viral marketing and sales performance.

There are several factors that explain why viral marketing can affect sales volume and ultimately affect sales performance indirectly. First, when a viral campaign manages to reach and influence consumers effectively, it can create a high buzz and curiosity among consumers. This impact can encourage consumers to make purchases, which in turn will increase sales volume. Secondly, viral marketing can build strong brand awareness and increase consumer trust. This can influence consumer purchasing decisions and contribute to increased sales volume.

Thus, companies need to consider effective marketing strategies in implementing viral marketing, such as creating engaging and relevant content, choosing the right platform to share the content, and ensuring the message delivered can influence consumers to make a purchase. With increased sales volume, companies can achieve better sales performance and reach their business goals

CONCLUSION

Based on the phenomenon, data analysis, and research hypothesis, it can be concluded that in this study there is a significant influence between Affiliate Marketing on Sales Volume, there is a significant influence between Viral Marketing on Sales Volume, there is no influence between Affiliate Marketing on Sales Performance, there is a significant influence between Viral Marketing on Sales Performance, there is a significant influence between Sales Volume

on Sales Performance, there is an indirect influence between Affiliate Marketing on Sales Performance through the sales volume variable, there is an indirect influence between Viral Marketing on Sales Performance through the sales volume variable

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