

## ABSTRACT

*This research is entitled “The Influence of Digital Marketing on the Sales Volume of Flouriz Gift Small Business Products”. Flouriz Gift is a small business engaged in the service of making buckets. Flouriz gift was founded by sister firla in 2018 which is located at Kampung Gunung Pipisan rt. 02 rw. 04 Bojongmanggu Village, Pameungpeuk District, Bandung Regency, West Java. Flouriz Gift produces various types and models of buckets, ranging from money buckets, paper and artificial flowers, dolls, snacks, make up, money cakes and other bucket models. Based on the research, it is known that there are problems in sales volume caused by digital marketing carried out by Flouriz Gift such as the ups and downs of product sales.*

*The purpose of this study is to determine the application of digital marketing to Flouriz Gift small businesses, the condition of the sales volume of Flouriz Gift small businesses, and how much influence digital marketing has on the sales volume of Flouriz Gift Small businesses. The research method used is descriptive quantitative, with primary data collection techniques carried out by interviews, participant observation and questionnaires. while the secondary data is carried out by literature and internet studies. The data analysis technique used instrument testing, namely validity and reliability tests, data analysis using simple linear regression analysis, Pearson product moment correlation, coefficient of determination, and hypothesis testing. The sample in this study used the time function formula from Tjahjo Sutisna Widjaya which was obtained by 60 respondents.*

*The hypothesis testing technique uses correlation analysis, coefficient of determination analysis, and simple linear regression analysis. the results obtained through the t-test ( $9.362 > 2.002$ ) then  $H_1$  is accepted and  $H_0$  is rejected, meaning that there is a positive influence of digital marketing on the sales volume of Flouriz Gift small business products. The magnitude of the influence of digital marketing on sales volume is known to be 60.2% so that the contribution of digital marketing variables to sales volume is 60.2%, the remaining 39.8% is influenced by other variables outside the study.*

**Key Words : Digital Marketing, Sales Volume.**