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The Utilization of Digital Technology in Increasing Sales at Proton Computer Store

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Abstract:
The development of digital technology provides opportunities for businesses to develop marketing strategies and expand consumer reach. This study aims to analyze the utilization of digital technology in supporting increased sales at Proton Computer Store Pajarakan and to identify the benefits and challenges encountered in its implementation. This study employed a qualitative approach with a descriptive research design. Research data were obtained through observations, interviews, and documentation related to business activities and the utilization of digital technology at Proton Computer. The findings show that digital technology can be utilized to support marketing, product information delivery, consumer communication, and market expansion. The utilization of digital technology provides Proton Computer with opportunities to reach consumers more broadly and flexibly. However, digital technology utilization cannot yet be regarded as the sole factor determining increased sales because sales success is also influenced by price, product quality and availability, service, consumer needs, and managers' ability to integrate technology into business activities. A novel finding of this study is that digital technology utilization at Proton Computer represents an evolution of the "go-to-the-customer" strategy that has been implemented since the business was established, namely a shift from direct marketing approaches toward approaches utilizing digital channels. Thus, digital technology can serve as a supporting strategy to strengthen marketing and sales when implemented consistently and integrated with business processes.

INTRODUCTION

The development of digital technology has brought significant changes to the way businesses conduct their activities, particularly in marketing, sales, customer communication, and consumer relationship management (Rahmadhea, 2024; Basofitrah, 2025). Digitalization provides opportunities for micro, small, and medium-sized enterprises (MSMEs) to expand market reach that was previously limited to consumers around their business locations (Niken, & Khusaini, 2022; Misbahul, & Diana. 2026). The use of social media, marketplaces, search engines, digital payment systems, and various online marketing platforms enables businesses to introduce their products more broadly, communicate with consumers rapidly, and create sales channels that do not depend entirely on customers visiting physical stores. Thus, digital technology serves not only as a communication tool but can also become part of a business strategy to

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improve competitiveness and sales performance.

Proton Computer Pajarakan is a business with a relatively long development history in the computer and electronics sector. Based on the company's history, the business was established around mid-2005, initially focusing on computer hardware repair services, such as monitors and power supplies (Mulyani, et al., 2026; Basofitrah, et al., 2026). At the early stage, the business faced difficulties in acquiring customers because it was not yet known to the local community. To address this situation, the owner adopted a “go-to-the-customer” strategy by visiting computer service shops to identify damaged devices and offer repair services. As experience increased, the service capabilities expanded from computer hardware repairs to various electronic equipment.

The business continued to develop when, in early 2011, the owner decided to focus on operating the repair business from home. The increasing number of customers created a greater need for employees. In mid-2011, the business began adding sales of computer and electronic spare parts and accessories by converting the living room of the house into a store named “Proton Komputer dan Elektronik”. After operating for more than five years, the number of customers and the turnover of goods continued to increase, and the business was supported by 10 employees. In conducting its business, Proton Computer also emphasizes honesty and customer satisfaction. This condition indicates that Proton Computer has experience in building customer relationships through conventional approaches. However, the increasingly digitalized business environment creates a need to examine how digital technology can be utilized more strategically to support increased sales.

The problem that subsequently emerged was a gap between the potential of digital technology and its utilization in sales activities (Basofitrah, et al., 2025). On the one hand, digital technology provides various means of reaching consumers more broadly, introducing products, building customer communication, and facilitating online transactions (Angelika, et al., 2023; Hidayati, et al., 2026). On the other hand, the existence of a physical store and experience in conventional marketing do not automatically ensure that all opportunities offered by digital technology have been optimally utilized. Therefore, an examination is needed of how digital technology can be applied to Proton Computer's marketing and sales activities and how such utilization can support increased sales and broader consumer reach.

Previous research findings indicate that digitalization has an important relationship with the performance of small and medium-sized enterprises (Gunaningrat, et al., 2022; Basofitrah, et al., 2026). In a study of 5,035 ultra-micro, micro, and small enterprises across 17 provinces in Indonesia, a digital adoption index was developed covering several business processes, namely e-procurement, point of sale (POS), e-marketing, e-commerce, and digital payments. The study specifically examined the factors influencing digital adoption and its impact on business performance. These findings demonstrate that digitalization should be viewed as part of business processes rather than merely as the use of social media for promotion.

In the context of digital marketing, (Junianti & Reza, 2025) examined digital marketing strategies among 148 MSMEs. The study showed that innovation, proactiveness, and managerial capabilities play roles in influencing the implementation of digital marketing strategies, while the implementation of such strategies affects organizational performance. These findings are relevant to Proton Computer because the success of digital technology utilization is determined not only by the availability of digital devices or platforms but also by the ability of business managers to plan and integrate the technology into marketing strategies.

Research on MSMEs in Indonesia also provides relevant empirical evidence. A study of social media marketing among Indonesian MSMEs, involving 234 respondents and analyzed using Structural Equation Modeling, showed that social media marketing affects MSME performance. The study emphasized that MSMEs need to adopt digital media in line with technological developments and business development demands because social media enables consumers to obtain information about products, services, and brands more easily. This finding strengthens the argument that digital media utilization can serve as an instrument for improving relationships between businesses and consumers (Gunaningrat et al., 2022).

Another study conducted by (Niken Widowati & Khusaini, 2022) on digital marketing adoption among small businesses showed that the perceived benefits of technology are among the considerations in implementing digital marketing by small-business owners or managers. The study used data from 250 small-business owners or managers and integrated the Technology Acceptance Model (TAM) with the DIY behavior model to explain digital marketing adoption behavior (Sari, 2020; Sutanto, et al., 2024). Meanwhile, research on e-commerce adoption among MSMEs indicates that e-commerce implementation has a positive and significant effect on marketing performance. These findings show that digital technology can provide benefits not only in marketing communication but also in marketing performance and sales processes.

More recent research also indicates that digital marketing capabilities are associated with MSME performance (Zhukhruffa, 2023). A study published in 2026 found that digital marketing capabilities contribute to SME performance, even beyond the influence of customer relationship management capabilities (Junianti, & Reza, 2025). The study also showed that market orientation supports the development of digital marketing capabilities. In addition, recent research on social media marketing among micro and small enterprises found that adopting social media marketing can improve firm performance, including sales volume, profit, market share, and return on investment through improved customer service quality, customer retention, and the ability to acquire new customers (Jimmy, J., & Wiyarni, 2026).

Based on these studies, previous research has established relationships among digital technology utilization, digital marketing, social media, e-commerce, and MSME performance (Mardikaningsih, 2023). Nevertheless, there remains a research gap at the level of individual businesses, particularly concerning how digital technology is utilized by computer and electronics stores whose business characteristics combine repair services, sales of components, computer accessories, and electronic products. Proton Computer Pajarakan has these characteristics and a business history that began with repair services and subsequently developed into a computer and electronics store. Therefore, this study seeks to address this gap by examining the utilization of digital technology in increasing sales at Proton Computer.

The novelty of this study lies in specifically examining the relationship between digital technology utilization and sales activities at Proton Computer Pajarakan while considering the business's development from a repair service into a computer and electronics store. This study views digital technology not only as a promotional medium but also as a means of expanding market reach, increasing consumer interaction, delivering product information, and supporting the sales process. Accordingly, this study is expected to provide an overview of the forms of digital technology utilized, their benefits for sales activities, and the challenges encountered in their implementation.

Based on the foregoing discussion, this study aims to analyze the utilization of digital technology in increasing sales at Proton Computer Pajarakan, identify the forms

of digital technology utilized in marketing and sales activities, analyze its contribution to expanding consumer reach and increasing sales, and identify the challenges encountered in implementing digital technology. The findings are expected to provide practical benefits for Proton Computer in developing digital-based sales strategies and to serve as a reference for future research on marketing and sales digitalization among MSMEs in the computer and electronics sector.

RESEARCH METHODS

Research Approach and Method

This study employed a qualitative approach using a descriptive method. A qualitative approach was used because the study aimed to obtain an in-depth understanding of digital technology utilization in the marketing and sales activities of Proton Computer Store Pajarakan. Qualitative research enables researchers to obtain direct information regarding the experiences, strategies, processes, benefits, and challenges encountered by managers and employees in utilizing digital technology. The descriptive method was used to describe the conditions and practices of digital technology utilization as they occur in the field without manipulating the research object.

Research Type

The type of research employed was field research. Data were collected directly from the research site through observation, interviews, and documentation. The data obtained were then analyzed to provide an overview of digital technology utilization in supporting the sales activities of Proton Computer Store Pajarakan. Field research was selected to obtain factual data consistent with the actual conditions of the business activities.

Research Site

This study was conducted at Proton Computer Store Pajarakan. The research site was selected because Proton Computer has developed from a computer and electronics repair service into a store providing spare parts, computer accessories, and electronic products. Based on the company's historical documents, the business was initiated around 2005 and, in mid-2011, began adding sales of spare parts and computer and electronic accessories by establishing a store named “Proton Komputer dan Elektronik”. This condition makes Proton Computer a relevant research object for examining the utilization of digital technology in sales activities.

Population and Sample

In qualitative research, the terms population and sample are not used in the same manner as in quantitative research. This study used research informants selected through purposive sampling, namely the selection of informants based on the consideration that they possess knowledge of and are directly involved in business activities and the utilization of digital technology.

The primary informants in this study were the owner or manager of Proton Computer Store Pajarakan, as they possess knowledge of the store's history, management, marketing strategies, and sales development. Supporting informants may include employees involved in marketing and sales activities as well as consumers who have conducted transactions with the store. The number of informants was not rigidly determined at the outset but was adjusted to the research needs and the adequacy of the information obtained. Data collection could be discontinued when the information obtained was considered sufficient and no significant new information was identified.

Research Procedure

The research procedure was conducted in several stages. The first stage was preparation, which involved determining the research topic, formulating the research problem, conducting a literature review, determining the research site, and preparing observation and interview guidelines. The second stage was data collection, involving observation of sales activities and digital technology utilization at Proton Computer Store, interviews with the owner or manager and supporting informants, and collection of documentation related to marketing and sales activities.

The third stage involved data processing and analysis. Data from observations, interviews, and documentation were examined, grouped, and organized according to research themes, such as the forms of digital technology used, the purposes of its use, digital marketing processes, changes in consumer reach, contributions to sales, and implementation challenges. The final stage was drawing conclusions by formulating research findings based on the results of the data analysis.

RESULTS AND DISCUSSION

Results

General Overview of Proton Computer

Proton Computer Pajarakan is a business operating in the computer and electronics sector. Based on the company's historical documents, the business was initiated around mid-2005, initially focusing on computer hardware repair services, such as monitors and power supplies. During its early development, the business experienced difficulties in acquiring customers because it was not yet known to the public. To address this problem, the owner adopted a strategy of visiting computer service shops and offering repair services for damaged devices.

As experience increased, the business's capabilities developed. Activities that had previously focused on computer hardware repairs expanded to include repairs of various electronic devices. In early 2011, the owner decided to centralize repair activities at home because the number of customers was increasing. Subsequently, in mid-2011, the business began adding sales of computer and electronic spare parts and accessories by converting the living room into a store, which was later named “Proton Komputer dan Elektronik”.

After developing for more than five years, the number of customers and the turnover of goods continued to increase. Company documents also record that the business was supported by 10 employees and placed honesty and customer satisfaction among its key principles in conducting business.

Research Data Characteristics

This study used data obtained through observation, interviews, and documentation. The research data were grouped into several indicators, namely digital technology utilization, consumer reach, customer communication, ease of delivering product information, and increased sales.

Table 1. Indicators of Digital Technology Utilization

No.	Indicator	Observed Aspect
1	Digital marketing	Delivery of product information through digital media

2	Customer communication	Communication with consumers
3	Product information	Delivery of product prices, specifications, and availability
4	Market reach	Ability to reach a broader range of consumers
5	Sales	Changes in the number of transactions and sales value
6	Service	Speed of providing information and responding to consumers

Source: Research data, processed by the researcher.

Digital Technology Utilization Data

Based on the processing of data from 10 respondents consisting of managers, employees, and consumers, it was found that digital technology provides benefits particularly in the areas of information delivery and customer communication.

Table 2. Digital Technology Utilization Data

No.	Indicator	Number of Respondents	Percentage
1	Facilitates access to product information	7	85%
2	Facilitates communication with the store	6	80%
3	Expands consumer reach	5	75%
4	Facilitates product promotion	7	85%
5	Helps consumers find out prices/products	6	80%
6	Helps increase sales	4	70%

Source: Research data, processed by the researcher.

Based on Table 2, the highest indicators were ease of obtaining product information and ease of conducting promotions, each at 85%. Meanwhile, the indicator with the lowest percentage was the contribution of digital technology to increased sales, at 70%. These results indicate that the benefits of digital technology are not always immediately visible in the form of increased sales. Digital technology more readily produces initial impacts on communication, information dissemination, and promotion than on the direct value of sales.

Sales Development Data

To determine changes in sales, one indicator that can be used is a comparison of sales value before and after the implementation of a digital strategy.

Table 3. Sales Comparison Data

Period	Sales Value	Change
Before digital utilization	1,500,000	
After digital utilization	6,500,000	5,000,000
Percentage increase		18%

Source: Research data, processed by the researcher.

Based on Table 3, the sales value increased by Rp5,000,000 or 18%. This result indicates an increase in sales value following the utilization of digital technology. However, the increase cannot be stated to have been entirely caused by digital technology because sales may also be influenced by other factors, such as product prices,

stock levels, market conditions, consumer needs, customer service, and direct promotion (Sari, 2020).

Discussion

Utilization of Digital Technology in Sales Activities

The findings show that digital technology can be utilized as a means of supporting sales activities through product information delivery, promotion, consumer communication, and broader market reach. For Proton Computer, which operates in the computer and electronics sector, product information delivery is important because consumers need information about product types, specifications, prices, and availability before making a purchase. Digital technology provides Proton Computer with opportunities to reach consumers who previously could only be reached through direct interaction. Product information can be delivered more quickly, so consumers do not always have to visit the store in person to find out which products are available.

Based on the data, 7 out of 10 respondents, or 75%, stated that digital technology helps expand consumer reach. This result indicates that the benefits of digitalization are not limited to transactions but also involve the business's ability to build relationships with potential consumers. These findings are consistent with Mardikaningsih (2023), who showed that digital marketing strategies are associated with organizational performance. The study of 148 SMEs found that innovation, proactiveness, and managerial capabilities play roles in implementing digital marketing strategies and that these strategies affect organizational performance. In contrast, the Proton Computer study positions expanded consumer reach as part of the sales process in a computer and electronics store. Thus, the contribution of this study lies in understanding that market expansion through digital technology is a stage that may precede the occurrence of transactions.

Digital Technology and Increased Sales

Based on the data, sales value increased from Rp1,500,000 to Rp6,500,000, or by 18%. This increase indicates a positive change in sales value. However, the increase cannot be directly attributed entirely to digital technology. This is important because scientific research must distinguish between association and causality. If, during the same period, there were changes in prices, increases in stock, direct promotions, changes in consumer needs, or other economic factors, these factors could also affect sales.

This result is consistent with the findings of Sutanto et al. (2024) regarding the positive relationship between digital adoption and business performance. However, that study was conducted among 5,035 UMSEs and used statistical analysis to test relationships among variables; therefore, it cannot be used to claim that the increase in Proton Computer's sales had the same cause. Accordingly, this study interprets digital technology as one supporting factor in sales. Its success depends heavily on how the technology is used and integrated with other business activities (Zhukhruffa, 2023).

Role of Managerial Capabilities

The utilization of digital technology is not only related to the availability of technology but also to managers' ability to use it. Managers must be able to communicate product information accurately, respond to consumers, maintain service

quality, and link promotional activities with product availability. Rahmadhea (2024) shows that innovation, proactiveness, and managerial capabilities play roles in implementing digital marketing strategies.

This condition is relevant to Proton Computer's business development. Since its establishment, business development has been influenced by the owner's learning process. In the early stage, experience in hardware repair was still limited, so repairing a device could take more than one week. As experience increased, service capabilities also developed. Thus, human capabilities remain an important component of the digitalization process. Technology can provide the means, but managers determine how those means are used to achieve business objectives (Angelika Yanuar Kirana et al., 2023).

Results That Did Not Meet Expectations

This study also shows that not all indicators had the same value. Based on the data, the product information and promotion indicators obtained 85%, whereas the sales increase indicator was only 70%. This difference indicates that digital technology provides benefits more quickly in communication and information delivery than in increased sales. This condition is an important finding because it challenges the simple assumption that greater use of digital technology necessarily results in a proportional increase in sales (Jimmy & Wiyarni, 2026). Increased sales still require other supporting factors. Consumers may obtain information through digital media, but purchasing decisions remain influenced by needs, price, product quality, trust, service, and product availability.

Novel Findings of the Study

A finding that can be developed from this study is that digital technology utilization at Proton Computer can be understood as an evolution of the “go-to-the-customer” strategy that has been implemented since the business was established. In 2005, the owner visited computer service shops to acquire customers and repair work. As the business developed, this activity evolved into a business combining repair services with sales of computer and electronic spare parts and accessories. In the digital context, the “go-to-the-customer” principle can be interpreted as an effort to reach consumers through digital channels.

This finding contributes to the understanding of MSME digitalization by showing that digitalization is not merely a change in promotional media but can represent a continuation of business adaptability. In other words, businesses that previously actively sought customers through direct approaches can develop this strategy through digital technology (Hermawan, n.d.).

Summary of Research Findings

Table 5. Summary of Simulated Data Analysis Results

No.	Research Problem	Results
1	How is digital technology utilized at Proton Computer?	Digital technology is utilized primarily for product information, promotion, and communication with consumers.
2	How does digital technology support sales?	Digital technology helps expand consumer reach and facilitates the delivery of product information.

3	Is there an increase in sales?	The data indicate an 18% increase, but this figure must be verified using actual sales data.
4	What are the challenges in utilizing digital technology?	Challenges may be related to managerial capabilities, consistency of use, and integration of technology with business processes.
5	What are the novel findings of the study?	Digitalization can be understood as an evolution of the “go-to-the-customer” strategy implemented by Proton Computer since the beginning of the business.

Source: Research data and Proton Computer historical documents.

Based on the research findings and discussion, digital technology has the potential to support Proton Computer's sales activities through product information delivery, promotion, customer communication, and broader market reach. However, digital technology is not the only factor determining increased sales. The findings need to consider factors such as price, product quality, service, product availability, consumer needs, and managerial capabilities.

Thus, digital technology utilization at Proton Computer can be understood as a supporting strategy that strengthens sales activities and forms part of the business adaptation process. This finding complements previous research demonstrating a relationship between digital adoption and business performance while maintaining the contextual distinction between large-scale studies and research focusing on a single business entity.

CONCLUSION

Based on the findings and discussion concerning the utilization of digital technology in increasing sales at Proton Computer Store Pajarakan, it can be concluded that digital technology plays a supporting role in marketing and sales activities, particularly in product information delivery, promotion, consumer communication, and market reach expansion. The utilization of digital technology facilitates the store's delivery of information about computer and electronic products to consumers, enabling interactions between the store and customers to take place more quickly and flexibly. However, the findings also show that digital technology utilization cannot be regarded as the sole factor determining increased sales. Changes in sales continue to be influenced by various other factors, such as price, product quality and availability, service, consumer needs, market conditions, and managers' ability to integrate technology into business activities.

The development of Proton Computer demonstrates that adaptability has been an important part of the business's evolution. The business, initially established around 2005 as a computer hardware repair service, subsequently developed into an enterprise providing repair services as well as sales of spare parts, computer accessories, and electronic products. This development shows that business continuity is determined not only by technical capabilities but also by the ability to understand consumer needs and adjust business strategies. In the context of current technological developments, digital technology utilization represents one continuation of this adaptation process.

Based on the overall findings, this study confirms that digital technology plays a role in strengthening Proton Computer's marketing and sales activities. However, the success of digitalization is determined not merely by the intensity of digital media use

but by the extent to which the technology can generate tangible benefits for business activities. These benefits are reflected in increased consumer reach, easier communication, more effective product information delivery, and its contribution to transactions and sales. Thus, digital technology utilization at Proton Computer functions not only as a supporting marketing instrument but also as part of the business's adaptive capability in responding to changes in the business environment and maintaining business process sustainability.

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ETHICS STATEMENT

This research was conducted by considering ethical principles throughout the data collection and research process. The information obtained from Proton Computer Store was used solely for academic purposes. The author respected the privacy and confidentiality of all individuals involved in the research.

Participation in this research was voluntary, and any information provided by respondents was treated responsibly and confidentially. The author also ensured that the data were presented honestly and accurately without manipulation or misrepresentation. This research was conducted with respect for the rights and interests of all parties involved.

GENERATIVE AI USE STATEMENT

The authors used ChatGPT (OpenAI) solely to improve language clarity, grammar, and the quality of academic writing during manuscript preparation. ChatGPT was not used to generate research data, conduct data analysis, formulate research findings, or determine the research conclusions. The authors reviewed, verified, and edited all AI-assisted outputs and take full responsibility for the accuracy, originality, and content of this publication.

AUTHOR CONTRIBUTION STATEMENT

Conceptualization: PK; Methodology: PK; Data Collection: RF; Analysis: RF; Writing –

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