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The Influence of Digital Marketing on Purchasing Decisions at Maliha Beaute Karawang

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ABSTRACT

Purchasing decisions are influenced by many factors. Digital factors in marketing need to be considered in an effort to influence buyers. This study aims to determine how much influence digital marketing has on purchasing decisions at Maliha Beaute Karawang. The research method is descriptive quantitative. Respondents totaled 184 people who were clients of Maliha Beaute Karawang. Data collection techniques through questionnaires. The collected data were analyzed using descriptive analysis and multiple linear regression quantitative analysis. The results showed that digital marketing has a positive and significant effect on purchasing decisions. Simultaneously shows that digital marketing has a positive and significant effect on purchasing decisions.

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1. INTRODUCTION

The era of the industrial revolution 4.0 impacted information technology, especially the public's increasing use of the Internet. Internet users in Indonesia are increasing from year to year (BPS, 2018; Novianto, 2011). Internet users in Indonesia are increasing from year to year. Internet use via cell phones has increased from 73.73 percent in 2014 to 91.45 percent in 2018 (Alimuddin, 2021). People use the internet for online buying and selling transactions through

social media (Achmad et al., 2020). Technological developments in the digital era have impacted the marketing world, where offline marketing has shifted to digital marketing to acquire potential customers and make it easier for customers to get information about the products offered by businesses.

Business people use digital marketing as a marketing medium to increase sales. People's lifestyles in the digital era make social media and e-commerce an alternative way to find the latest news information, shop and also the need for transportation or goods delivery services without having to come directly to the place. However, they can be done using only a smartphone or computer connected to the Internet. With the development of technology today, consumers can take advantage of technology to meet their needs. Kotler and Armstrong (Kurniawan, 2018) explain that purchasing decisions manifest in in-depth planning and consideration for choosing a product that involves solving a complex problem about brands, purchase quantities, when to buy and how to pay. From another perspective, purchasing decisions affect repeat purchases (Marbun, Ali, & Dwikoco, 2022), in addition to the quality of products and services offered by producers to consumers (Cesariana, Juliansyah, & Fitriyani, 2022).

The economic situation in the digital era makes business competitors more competitive, and this makes business people have to work hard to carry out their business strategies and be able to read existing market share opportunities. Purchasing decisions are one of the solutions to problems in the business world regarding consumers buying goods or services to meet their needs.

Research conducted by Al Zulhijjah and Muhammad (2022) regarding digital marketing shows that service quality positively and significantly affects customer satisfaction. Digital marketing also has a positive effect on customer satisfaction, then simultaneously shows that service quality and digital marketing have a positive and significant effect on customer satisfaction. Meanwhile, the research by Sekarsari, Welsa, and Lukitaningsih (2022) explains that digital marketing influences purchasing decisions.

Based on the initial research conducted by researchers regarding digital marketing at Maliha Beaute, it is described that it has not run optimally, and there are still many people who still do not know about Maliha Beaute on social media or the Internet because of the lack of promotion on social media or digital marketing carried out by Maliha Beaute. Based on this, this study aims to (1) identify, explain and analyze the effect of digital marketing correlation on purchasing decisions at Maliha Beaute. (2) Knowing, explaining and analyzing the partial effect of digital marketing on purchasing decisions at Maliha Beaute. (3) Knowing, explaining and analyzing the effect of simultaneous digital marketing on purchasing decisions at Maliha Beaute.

2. METHODS

This research uses a quantitative approach with a survey method. Research data were analyzed using descriptive and verification methods. Research design uses a descriptive method that aims to explain and summarize conditions, situations or various variables that arise in the community, which is the object of research based on what happened. Researchers use descriptive methods to see the causation between the independent (digital marketing) and the dependent (purchasing decision) variables.

The population of this study were customers who had purchased beauty products at Maliha Beaute Karawang from October 2022 to March 2023. Determining the sample size in this study was customers who had purchased beauty products at Maliha Beaute Karawang and

were influenced by digital marketing in purchasing decisions of 340 population. Respondents were selected based on the Slovin formula, the sample to be determined by the researcher with the percentage of inaccuracy due to the error rate that can be tolerated is 10%, so a sample of 184 customers was taken. Data collection techniques utilized literature and observation, and questionnaires.

The data analysis technique used to determine the effect of digital marketing on purchasing decisions at Maliha Beaute Karawang is descriptive statistical analysis. This descriptive analysis is to describe and describe data from independent variables in the form of a descriptive analysis marketing mix, which is a data analysis technique to explain data in general or generalization by calculating the minimum value, maximum value, average value (mean) and standard deviation (standard deviation) (Sugiyono, 2017).

3. RESULTS AND DISCUSSION

3.1 Results

Based on the results of the data analysis, it can be seen how much digital marketing has on purchasing decisions at Maliha Beaute Karawang. The results of multiple linear regression analysis can be seen in the table below:

Table 1. Multiple Linear Regression Analysis

Model	Unstandardised Coefficient		Standardised Coefficient	T	Sig.
	B	std. Error	Betta		
1 (Constant)	16,566	1.128		14,689	.000
<i>Digital Marketing</i>	.481	.039	.679	12,493	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Data Research Results, 2023

Based on the multiple linear regression equation above in Table 1, it can be explained as follows:

1. The multiple linear regression equation obtained is: $Y = 16.566 + 0.481 X_1$
2. A positive constant value of 16,566 indicates a positive influence of the independent variables. If the independent variable increases or has an influence, the dependent variable will increase or be affected.
3. The regression coefficient of the Digital Marketing variable is 0.481, and this indicates that the Purchase Decision on Maliha Beaute products can increase by 0.481 or 48.1% influenced by the Digital Marketing variable.

Table 2. Partial Influence Hypothesis *Digital Marketing* (X1) to Purchase Decision (Y)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	14.415	1.262		11.421	.000
	Digital Marketing	.366	.050	.518	7.308	.000
	Purchase Decision	.187	.054	.243	3.435	.001

a. Dependent Variable: Purchase Decision

Source: SPSS Data Research Results, 2023

For the partial influence of Digital Marketing on Purchase Decisions with a significant level (α) = 5% degree of freedom (df) = (n-2) = 184 – 2 = 182 obtained $t_{tabel} = 1,653$. Based on the table shows that = 7.308 and sig 0.000, the effect of Digital Marketing. $t_{hitung}(X1)$ on Purchase Decision (Y) is shown in the following table 2.

Table 2 shows that the sig value (0.000) < α (0.05) and $t_{hitung} = 7.308$, then H_0 is rejected. Thus, it can be concluded that digital marketing partially affects Purchase Decisions.

Influence *digital marketing* (X1) simultaneously influences the Purchase Decision (Y) shown in the table below:

Table 3. Hypothesis of the Simultaneous Effect of Digital Marketing (X1) on Purchase Decisions (Y)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.814	2	146.907	88.567	.000 ^b
	Residual	300.224	181	1.659		
	Total	594.038	183			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Purchase Decisions, Digital Marketing

Source: SPSS Data Research Results, 2023

Table 3 shows that the sig. (0.000) < α (0.05) and (88.567) > (2.654), then H_0 is rejected. Thus, it can be concluded that Digital Marketing (X1) simultaneously influences Purchase Decisions (Y). $f_{hitung} f_{tabel}$

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.495	.489	1.28790

a. Predictors: (Constant), Purchase Decisions, Digital Marketing

Source: SPSS Data Research Results, 2023

In Table 4 above that the coefficient value of r square (equal to 0.462 or 46.2%), so it can be concluded that the contribution of the variable influence R^2) The purchase decision on digital marketing is 46.2%, while the remaining 67.9% of the value of the purchase decision is influenced by other variables not examined by this study.

3.2 Discussion

Based on the results of the t-test, it is known that digital marketing affects purchasing decisions. This means that the Maliha Beaute product has seen many benefits so that customers are aware of the product's superiority. This study's results follow research from Nur'am, Maduwiniarti, and Pujiyanto (2022), which states that digital marketing positively and significantly affects purchasing decisions. Besides that, digital marketing not only leads to purchasing decisions but also influences a consumer's buying interest (Windarsari, WR, Sudarmiatin, S., & Siswanto, E., 2022), so that digital marketing plays an essential role in increasing sales volume (Dewi, Inayati, & Efendi, 2022; Naimah, Wardhana, Haryanto, & Pebrianto, 2020). Thus then, this research shows that digital marketing influences purchasing decisions.

Based on digital marketing, obtaining a sig value of 0.000 at a significance of (0.000) < α (0.05) for purchasing decisions means that the Maliha Beaute product has seen many benefits so that customers are aware of the product's advantages. This means that Maliha Beaute

provides complete information, ease of customer service or marketing, and advertising following the quality of the products in Maliha Beaute. This study's results align with research from Syahidah (2021) that digital marketing has a positive and significant effect on purchasing decisions.

The research on the f-test shows that digital marketing has a simultaneous effect on purchasing decisions at Maliha Beaute. The value obtained from the f-test results can explain how well digital marketing influences purchasing decisions (Dewi et al., 2022).

4. CONCLUSION

This study concluded that digital marketing has a positive and significant effect on purchasing decisions at Malihe Beautie Karawang. This can be interpreted that the superiority of Malihe Beautie products is good which is shown through the presence of complete information, ease of customer service, advertising, and product quality.

Purchasing decisions which are part of consumer behavior, not only get an internal influence to decide to make an effort to get goods, but there are other influences. Digital marketing has significantly influenced purchasing decisions. Digitalization has had a significant impact on consumer behavior in obtaining goods and services.

This study recommends that companies utilize the elements of each digital marketing variable, because they greatly influence purchasing decisions. Companies must be able to maximize in utilizing digital developments and see market opportunities to increase competitiveness.

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