EFFECT OF DIGITAL MARKETING ON PURCHASING DECISIONS FOR TYPICAL BIMA FOOD PRODUCTS

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ABSTRACT

Companies that can compete in a competition are companies that can apply technology in their companies. One of the factors supporting the success of companies and entrepreneurs to gain profits in a wider scope, for this reason one of the strategies that is widely used by entrepreneurs in trading is through digital marketing. This study aims to determine whether there is a significant influence of digital marketing on purchasing decisions for typical Bima food products. The research instrument used a questionnaire with a Likert scale. Data collection techniques using observation, questionnaires and literature study. Data analysis validity, reliability, simple regression test, correlation test, determination test and t test. The results of the study show that digital marketing has a significant effect on purchasing decisions for typical Bima food products

Keyword : Digital Marketing, Purchasing Decisions, Food Products

INTRODUCTION

In today's technological developments supported by the Internet, all fields have experienced rapid progress. Especially in the business field. The internet has become one of the supporting factors in the success of companies and entrepreneurs to gain profits in a wider scope, for this reason one of the strategies that is widely used by entrepreneurs in trading is through digital marketing/online marketing (Khoziyah & Lubis, 2021). Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They are gradually starting to leave the conventional/traditional marketing model and switch to modern marketing, namely digital marketing. With digital marketing, communication and transactions can be done at any time/real time and can be global or worldwide, (Ratna Gumilang, 2019). Digital marketing is promotional activities and market search through online digital media by utilizing various means such as social networks. The virtual world is now no longer only able to connect people with devices, but also people with other people around the world. (Sulaksono & Zakaria, 2020).

Digital Marketing/Online marketing provides benefits to both consumers and marketers, where it is a good communication tool for building closer and closer relationships with customers. There are several media or marketing tools in digital marketing that marketers can use, one of which is social networking. Where in social networking utilizing social networking sites in the form of social media, because optimizing social media with content in it is a strategy that is quite effective in reaching consumers. (Zahra & Sulaeman, 2023). Digital marketing is a

marketing activity that utilizes digital technology, such as social media, email, websites, mobile devices, and search engines, to achieve various marketing objectives, such as acquiring customers, building customer preferences, promoting brands, retaining customers, and increase sales (Kannan, 2017).

Purchase decisions are made by consumers based on attitudes towards the product, whether it is good enough for consumers to buy it. Purchasing decision is one of the situations and conditions where the customer will determine whether they want to buy the product offered by the manufacturer or not. Buying decision is the process of finding the best option to solve a problem. This process begins with identifying problems, seeking information, assessing alternatives, making decisions and evaluating decisions after purchase. But there are so many factors that determine consumer purchasing decisions for the products they want to buy, including digital marketing factors (Onsardi et al., 2022). The implementation of marketing strategies through digital marketing uses more of the use of electronic media to promote products or services to consumers with the aim of attracting customers and enabling them to interact with brands through digital media (Mkwizu, 2019).

Figure 1. User data Internet and Social Media (as of February 2022)

Source: Wearesocial.com

The data above shows that the statistics of Indonesian internet users in 2022 are more than 204 million people. In 2022, there will be more than 191 million Indonesian social media users. The average use of the internet is more than 8 hours. Huge potential for business people to reach them. Of course, Indonesian businessmen must equip themselves with digital assets. Social media users in Indonesia based on the potential reach of advertisements (ads) on each social media. It can be seen that the reach of its users is stagnant, namely Facebook and Twitter. There was no significant movement from the previous year. The ones that are growing are Instagram, Youtube, Tiktok, and LinkedI

Efforts to get attention and retain customers is one of the most important things to do in an increasingly competitive business world, establishing four dimensions of digital marketing, namely interactive, incentive program, site design, and cost. Interactive is a relationship between the company and consumers who can provide information and can be received properly and clearly. Furthermore, incentive programs are attractive programs that are an advantage in every promotion

carried out, then there is a site design which is an attractive appearance in digital marketing media that can provide positive value to the company. Finally, there is a cost that reflects the company's digital marketing or digital marketing capabilities, and reduces the cost of the company's promotional skills with very high efficiency, thereby saving costs and transaction time. (Liesander & Dharmayanti, 2017)

Digital marketing is a form of marketing of goods and services by companies that utilize various types of electronic media via the internet, which are often called digital media. Digital marketing can also be interpreted as a form of promoting companies and their products by utilizing digital technology through various forms of electronic media that exist today (Revaldo & Rusmanto 2020). According to Olson et al. (2021) digital marketing can also be interpreted as an effort to create and sell a product for a specific purpose to various parties. The purpose of using the digital marketing concept is to improve consumer relations because better relationships are very beneficial for companies and can increase profits. So it can be explained that digital marketing has a strong relationship and influence on purchasing decisions made by company customers. From the results of the study (Aisy 2021), explaining and proving digital marketing can positively and significantly influence purchasing decisions. This means that by implementing intense digital marketing, the tendency for consumer decisions to purchase will increase

Bima City is an administrative area in West Nusa Tenggara Province. In addition to having natural resources in the form of good and attractive tourist areas both on the sea and on land, Bima City also has special food that can be used as an attraction for tourists to come to Bima

City. There are several typical Bima foods that are widely traded both offline and online, such as Uta palumara londe, uta lonely stir fry, pangaha sinci, sayur sambi, uta maju puru, kahangga, tota foo, jame, pangaha bunga. Based on the results of observations since the existence of covid 19, more and more sellers of typical Bima food have appeared who sell Bima special food products online on their social media. With digital marketing, it can connect sellers with consumers, and sellers can reach more targeted audiences, and help save marketers' expenses. Digital marketing also provides greater flexibility, allowing marketers to make continuous adjustments to their products and plans

Literature Review

Digital Marketing

Digital marketing is an activity Promotion is done for a brand or product using the media electronic (digital). Decades ago, digital marketing media was very limited, say television or radio which can only convey information in one direction. Today, with the rapid development of digital technology rapidly and widely accepted from almost all walks of life, no doubt creating a digital marketing model is one of the main channels (Kotler, Philip & keller, 2019)Marketing is something that is important in business or business, marketing plays a major role in informing and delivering goods or services produced by companies to consumers. As for digital marketing indicators according to (Lombok & Samadi, 2022) namely Accessibility, Interactivity, Entertainment, Credibility, Informativeness.

Purchasing Decisions

Consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants (Kotler, Philip & keller, 2019) . There are 4 indicators in purchasing decisions, namely: a). According to the needs of customers make purchases because the products offered are as needed and easy to find the items needed. b). Having the benefits of the product purchased is very meaningful and useful for consumers. c). Accuracy in buying products at product prices according to product quality and in accordance with consumer wishes. d). Repeat purchases are circumstances where consumers are satisfied with previous transactions so that they intend to always make transactions.

RESEARCH METHOD

The location of this research is in Bima City, West Nusa Tenggara. This research uses the type of associative research. Associative research is research that aims to find out the relationship between two or more variables (Sugiyono, 2019). The research instrument used a questionnaire with a Likert scale. The population in this study were all consumers who had bought Bima special food online on social media, the number of which was not known with certainty, with a total sample of 96 people using a purposive sampling technique. Data collection techniques with observation, questionnaires and literature study. Data analysis technique by conducting validity test, reliability test, simple linear regression test, correlation coefficient test, determination coefficient test, and T test.

RESULTS AND DISCUSSIONS

Validity Test

The research instrument in the form of a questionnaire must be tested for

validity to ensure that the research results are valid and reliable. The assumption is that if r count > r table at a significant level of 5% (0.05) with a standard > 0.300, then

the instrument is considered valid. The following are the results of measuring each variable:

Table 1.Validity Test

Item	R Count (X)	R Count (Y)	r Table	Information
1	0.301	0.615	.300	Valid
2	0.558	0.854	.300	Valid
3	0.586	0.509	.300	Valid
4	0.549	0.917	.300	Valid
5	0.668	0.641	.300	Valid
6	0.408	0.915	.300	Valid
7	0.668	0.592	.300	Valid
8	0.367	0.936	.300	Valid
9		0.808	.300	Valid
10		0.930	.300	Valid

Source : Data prosessed SPSS 2023

Based on table 1 above, the results of the validity test have a positive and significant influence on purchasing decisions at the Bima branch of Indonesian iced tea which can be said to be valid at Corrected item-total correlation > 0.300. The results of this validity test show that the questionnaire statements in this study are valid.

Reliabelity test

The questionnaire is said to be reliable or reliable if the respondents' answers to the questionnaire questions are stable from time to time. In this study the reliability test used the Alpha Cronbach method. A variable is said to be reliable if the Cronbach Alpha coefficient is greater than 0.600. The following are the results of these measurements:

Table 2. Realibility Test

Variable	Number of items	*Combach's alpha*	Standard	Information
Digital Marketing	8	0,649	0.600	Reliabel
Purchasing Decision	10	0,926	0.600	Reliabel

Source : Data prosessed SPSS 2023

The results of research testing using this measurement can be said to be reliable on Cronbach alpha > 0.600. The results of this reliability test show that Questionnaire statements in this study are reliable.

Simple Linear Regression

The SPSS calculation results for the multiple linear regression test can be seen in the following table:

Table 3 . Simple Linear Regression

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.851	5.253		8.538	.000
	Digital Marketing	.430	.161	-.082	2.811	.009

a. Dependent Variable: Purchase Decision
Source : Data prosessed SPSS 2023

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 4.851 + 0.430 \, X1 + e$$

Based on these equations, it can be explained as follows:

a. A constant value of 4.851 can be interpreted that if the digital marketing variable is considered zero, then the purchase decision will be 14.851.

b. The beta coefficient value in digital marketing is 0.430, meaning that every change in the digital marketing variable (X1) by one unit will result in a change in purchasing decisions of 0.430 units, assuming other assumptions are constant. A one-unit increase in digital marketing variables will increase purchasing decisions by 0.430 units

Correlation Coefficient test

Table 4. Correlation Coefficient test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Teh Estimate
1	.655	.580ᵃ	.566	4.736

a. Predictors: (Constant), Digital Marketing
b. Dependent Variable: Purchase Decision

Source : Data prosessed SPSS 2023

From these results it can be obtained that the R value is 0.655. These results explain that there is an influence between digital marketing on purchasing decisions is strong, as can be seen ini the standard below

Tabel 5. Level of correlation relationship

Coefficient Intervals	Relationship level
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source : Sugiyono, 2019

Determination Test

The coefficient of determination (R^2) is used to measure how far the model's ability to explain the variation in the dependent variable.

Table 6. Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Teh Estimate
1	.655	.580ª	.566	4.736

a. Predictors: (Constant), Digital Marketing
b. Dependent Variable: Purchase Decision

Source : Data prosessed SPSS 2023

So there is an influence between digital marketing on purchasing decisions where the magnitude of this influence can be expressed quantitatively by testing the coefficient of determination and then the Coefficient of Determination (R Square) value is 0.580 or 58.0%, while the remaining 42.% is influenced by other factors that are not examined in this study and the variables not examined in this study.

t Test

The t statistical test aims to determine whether the independent variable affects the dependent variable partially or not. This study uses a one way test with a significance level of 5%.

Table 7. T Test

		Coefficientsª				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.851	5.253		8.538	.000
	Digital Marketing	.430	.161	.082	2.811	.009

a. Dependent Variable: Purchase Decision

Source : Data prosessed SPSS 2023

Digital Marketing has a significant effect on purchasing decisions Bima Specialty Food Products

The statistical results of the t test for the digital marketing variable obtained a tcount of 2,811 with a ttable value of 1,983 (2,811 > 1,983) with a significance value of 0.009 greater than 0.05 (0.009 > 0.05), then the alternative hypothesis (Ha) states that "digital marketing has a significant effect on consumer decisions in buying Bima typical food products" **Accepted**. This is in line with research (Syahputra, 2021), (Putri & Marlien, 2022) which has been conducted by which states that digital marketing has a significant influence on purchasing decisions

DISCUSSIONS

Social media is the media of choice favored by the public. This is supported by the existence of cell phones that provide features connected to the Internet, so that anyone can access their social media quickly and easily, wherever they are. With the development of communication technology, information disclosure and the pattern of information dissemination have also changed. echnological advances from the internet cause changes in consumer lifestyles. The

change in question is that consumers begin to shift the way they shop for a product. Consumers are now more interested in online shopping activities.

Digital marketing can be used as a promotion, which is a very important part at this time. This is no exception for MSME actors engaged in the culinary field who need good publications for the continuity and progress of their business. Apart from having to be able to compete with other competitors in serving delicious culinary dishes, MSMEs must have a great marketing strategy, namely by utilizing this digital marketing. MSMEs are expected to have skills in promotion through digital devices, especially in publishing typical culinary products which are still often considered local food that does not keep up with the times, even though local food must be able to be marketed in a modern way through digital marketing. For this reason, when MSME actors have the ability to manage marketing through good digital devices, this will certainly make it easier to develop their business because with a wider market share, their products will be more widely known and in demand

CONCLUSION

Based on the results of the discussion that has been done before, it can be concluded that digital marketing has a significant effect on consumer decisions in buying Bima Typical Food Products. Nowadays marketing is one technique in digital marketing that plays an important role in attracting consumer purchasing decisions. The advice that researchers can give is that as sellers of typical Bima food products, they must carry out various kinds of creativity and innovation by opening an online shop as a means of selling products. Marketing and promotion of products or services in every online shop continues to grow so that they compete with each other

to be the best in attracting the interest of their consumers. For this reason, sellers must be more up to date with the times because now the e-commerce platform is growing as a means of product sales promotion.

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