

Analysis Of The Influence Of Digital Marketing And Product Quality On Purchasing Decisions For 3second Products

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ABSTRACT

The purpose of this study was used to analyse whether digital marketing and product quality can influence consumer purchasing decisions on 3Second products in Solo Raya. This research is a quantitative study with non-probability sampling techniques with purposive sam-pling method where in this study not all members in the population can be used as samples, but there are several criteria used so that someone can be used as a sample. The number of samples in this study were 75 respondents. The results in this study indicate that digital marketing has no influence on consumer purchasing decisions, while product quality has a positive and significant influence on consumer purchasing decisions. It can be concluded that to increase the number of purchases, product quality must be improved while the digital marketing strategy must be done as attractively as possible so that it has an impact on consumer purchasing decisions.

ABSTRAK

Tujuan dari penelitian ini digunakan untuk menganalisis apakah digital marketing dan kualitas produk dapat mempengaruhi keputusan pembelian konsumen pada produk 3Second di Solo Raya. Penelitian ini merupakan penelitian kuantitatif dengan teknik pengambilan sampel non probability sampling dengan metode purposive sampling dimana dalam penelitian ini tidak semua anggota dalam populasi dapat digunakan sebagai sampel, tetapi ada beberapa kriteria yang digunakan agar seseorang dapat digunakan sebagai sampel. Jumlah sampel penelitian ini yaitu 75 responden. Hasil dalam penelitian ini menunjukkan bahwa pemasaran digital tidak memiliki pengaruh terhadap keputusan pembelian konsumen, sedangkan kualitas produk memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian konsumen. Dapat disimpulkan bahwa untuk meningkatkan jumlah pembelian, kualitas produk harus ditingkatkan sedangkan strategi pemasaran digital harus dilakukan semenarik mungkin sehingga berdampak pada keputusan pembelian konsumen.

1. INTRODUCTION

Currently, the development of the internet is growing rapidly, which has led to changes in consumer lifestyles. The change in question is that consumers are now more interested in shopping online. This also affects the marketing system, where marketing that was originally done offline or directly, now marketing can switch online (Al-azam & Al-mizeed, 2021).. By using digital marketing channels, companies can cover a wider area in the global market and include business models that use digital technology. Today, digital marketing can grow their business because the more technology develops today, the easier it will be for companies to expand their market (Rahmawati et al.,

2022). Digital platforms such as Instagram, facebook, google and websites offer various campaigns that can be used by companies to track and configure various options on how to attract and convert prospects into new customers (Haudi et al., 2022).

Digital marketing is a development of traditional marketing where traditional marketing is through offline communication media such as advertisements, radio, and brochures (Kerdpitak, 2022). The development of the internet makes it easier to communicate, so companies can adopt online-based marketing which is commonly called digital marketing. By utilising digital marketing channels, companies can market through social media such as websites, Instagram, Tik Tok, and so on. That way,

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companies can reach a wider range of consumers so as to increase revenue. Marketing products through the internet as a medium also allows businesses to stay in touch with customers 24/7 which can make customers feel valued and prioritized (de Bruin et al., 2021).

Product quality is one of the factors that can influence purchasing decisions. A company must pay attention to the products it produces because product quality is an important factor that can influence consumers to buy a product (Febrianti et al., 2022). The better the quality of the product produced, the higher the price that can be offered (Albari, 2019). For this reason, companies must always maintain the quality of the products produced and understand the needs and desires of consumers.

According to Kotler & Keller, purchasing decisions are a process experienced by consumers in determining their choice to buy a product. In buying a product, we will go through various stages, namely finding information about the product to be purchased, evaluating alternatives, then purchasing decisions and post-purchase behaviour. According to Sangadji and Sopiah, the core of consumer purchasing decisions is an integration process that combines knowledge to evaluate two or more alternative behaviours, one of which is then chosen (Aji et al., 2019).

In the fashion world, there are many well-known brands such as Zara, H&M, Uniqlo and many others. However, in the distro world, 3Second is one of the most famous distro fashion brands in Indonesia originating from Bandung, West Java (Nadiya & Wahyuningsih, 2020; Arif et al., 2023). In the 1990s, they were just a supplier of plain t-shirts in Tanah Abang, Jakarta. 3Second has a stylish and trendy concept, where the products are made of materials that are comfortable to wear with simple and contemporary models. In general, the prices offered by 3Second are relatively cheap according to the quality of the products.

The purpose of this study was to analyse the effect of digital marketing and product quality on purchasing decisions for 3second products.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Digital marketing

According to (Arif & Dewi, 2023) digital marketing is an effort made in a business or business through the internet, both social media and websites to inform and introduce their products or services to potential consumers. Digital marketing is a brand marketing or branding activity that

utilizes various web-based media such as e-mail, adwords, blogs, and other social networks.

According to (Laluyan et al., 2019), there are 4 subs that are considered as variables of digital marketing success:

1. Content creation
2. Content sharing
3. Connection
4. Community building

Product Quality

Product quality is an understanding of the products offered by producers have better selling points that competitors' products do not have, so companies focus on product quality and compare them with the products offered by the company. In maintaining product quality, there are elements of product quality that must be met. Garvin (Xian, Gou Li, 2011) states that there are 8 product elements to maintain product quality, as follows:

1. Performance.
2. Additional features or privileges (Features).
3. Conformance to specifications.
4. Reliability.
5. Durability.
6. Aesthetics (Easthetica).
7. Perceived quality.
8. Serviceability dimension.

Purchase Decision

According to Kotler & Keller in the journal (Marchall et al., 1002), purchasing decisions are a process of making choices to buy a product experienced by consumers. In buying a product, we will go through various stages, namely finding information about the product to be purchased, evaluating alternatives, making purchasing decisions and post-purchase behavior.

According to Winardi, consumer purchasing decisions are the point of purchase of an evaluation process. Meanwhile, Peter and Olson argue that purchasing decisions are an integration process that is combined to evaluate two or more alternative behaviors and choose one (Jackson R.S. Weenas, 2013).

According to Kotler and Keller in the journal (Jackson R.S. Weenas, 2013).the purchasing decision-making process goes through five stages, namely:

1. Problem Recognition.
2. Information Search.
3. Evaluation of Alternatives.
4. Purchase Decision.
5. Post-Purchase Behavior.

Framework

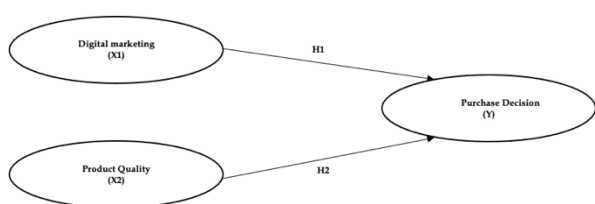


Figure 1: Framework of Thought

Hypothesis

1. Digital Marketing has a positive and significant effect on purchasing decisions
2. Product quality has a positive and significant effect on purchasing decisions

3. RESEARCH METHOD

The type of research used in the study uses quantitative methods. The quantitative method is one type of research whose specifications are systematic, planned and clearly structured from the beginning to the creation of the research design (Bougie & Sekaran, 2017).. The population in this study is the SoloRaya community. Samples are part of psychological objects or members of the population taken according to certain procedures. The sampling technique in this research is non probability sampling. Due to the unknown population size, the calculation needed to determine the minimum sample size is the Malhotra calculation.

According to Malhotra's calculation (2006: 291) the sample size must be greater than at least four to five times the number of questions. In this research, there are 15 indicators of questions, then the number of indicators is multiplied by 5 to obtain the minimum sample required. Through Maholtra's calculation, the minimum sample size needed is 75 respondents. The data collection method used in this study was the distribution of questionnaires. The questionnaire is made using a Likert scale format with a scale that is often used in the preparation of questionnaires is an interval scale.

PLS-SEM analysis is used as a tool to predict and find complex patterns with less stringent data requirements (Bougie & Sekaran, 2017). The data analysis technique in this study uses Partial Least Square (PLS) with the help of SmartPLS software. The advantage of using least squares is that the number of samples required for analysis is relatively small, SmartPLS can test SEM models with different scale forms such as scales, Likert and other scale models. PLS-SEM analysis includes two models, namely the outer model and the inner model.

4. DATA ANALYSIS AND DISCUSSION

A. Result

a) Validity Test

This test can be done through Convergent Validity test, discriminant validity test and composite reliability. This outer model test aims to test the relationship between latent variables and indicators in each variable. This outer model can also be determined on indicators related to latent variables.

b) Convergent validity

Convergent Validity is a test used to determine the relationship between reflective items and latent variables. Indicators in the study are considered fulfilled if the loading factor value is > 0.7. This value has the weight of each indicator / item as a measure of each variable. Indicators with a large loading coefficient show that the indicator measures the strongest variable.

Table 1. Convergent Validity

Variable	Indicator	Outer Weights	Loading Factor	Description
Digital Marketing (X ₁)	DM1	0,189	0,846	Valid
	DM2	0,222	0,844	Valid
	DM3	0,213	0,830	Valid
	DM4	0,199	0,828	Valid
	DM5	0,202	0,813	Valid
	DM6	0,190	0,773	Valid
Product Quality (X ₂)	KP1	0,225	0,827	Valid
	KP2	0,254	0,877	Valid
	KP3	0,238	0,866	Valid
	KP4	0,242	0,869	Valid
	KP5	0,210	0,836	Valid
Consumer Purchasing Decision (Y)	KPK1	0,215	0,822	Valid
	KPK2	0,238	0,839	Valid
	KPK3	0,240	0,851	Valid
	KPK4	0,230	0,838	Valid
	KPK5	0,260	0,871	Valid

c) Discriminant validity

The value in this test is used to see whether a construct has adequate discriminant (Saputra, 2018). In SmartPLS, the cross loading value is presented as cross validation. In cross validation, an indicator is valid if it has a variable loading value higher than the value in other variables. The following is the cross loading value in this test:

Table 2. Cross loading values

Item Codes	Digital Marketing (X ₁)	Consumer Purchasing Decision (Y)	Product Quality (X ₂)
DM1	0,813	0,600	0,703
DM2	0,846	0,703	0,825

DM3	0,830	0,675	0,772
DM4	0,828	0,631	0,715
DM5	0,844	0,639	0,733
DM6	0,773	0,602	0,680
KP1	0,842	0,707	0,827
KP2	0,780	0,800	0,877
KP3	0,705	0,748	0,866
KP4	0,771	0,762	0,869
KP5	0,754	0,660	0,836
KPK1	0,618	0,882	0,658
KPK2	0,639	0,839	0,732
KPK3	0,712	0,851	0,735
KPK4	0,618	0,838	0,708
KPK5	0,708	0,871	0,798

Based on the data in table 2, it can be seen that each indicator has the highest cross loading value in the variable it forms and this value is greater when compared to the cross loading values in other variables, so that based on this table, it can be concluded that the indicators in this study already have good discriminant validity values in compiling their variables.

d) Reliability Test
Composite reliability

Table 3. Composite reliability

Variable	Composite Reliability
Digital Marketing (X ₁)	0,926
Purchasing Decisions (Y)	0,925
Product Quality (X ₂)	0,932

Based on Table 3, it shows the value of all variables > 0.7, namely Digital Marketing of 0.926, Product Quality 0.932, and Consumer Purchase Decision 0.925. It can be seen that each variable fulfils the composite reliability test.

Cronbachs Alpha

The next reliability test can be seen from the value on Cronbachs Alpha. The Cronbachs Alpha reliability test is a test where this test is a statistical technique used to determine the level of consistency in an instrument or psychometric data. In this test, the variable is said to be reliable if the Cronbach alpha value is > 0.70. below is the Cronbachs Alpha value in this study.

Table 4. Cronbachs Alpha

Variable	Cronbach's Alpha
Digital Marketing (X ₁)	0,904

Purchasing Decisions (Y)	0,899
Product Quality (X ₂)	0,908

Based on table 4, the Cronbach alpha value for each variable has a value of more than 0.7, so it has met the requirements and all constructs can be said to be reliable.

e) Multicollinearity Test

The multicollinearity test in a study can be seen in the tolerance and VIF values. Multicollinearity itself can be seen through the cut off value shown in the tolerance value > 0.1 to the VIF value < 10. The following is the VIF value in this study:

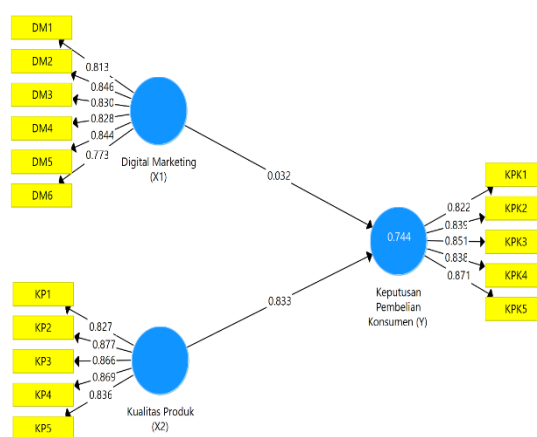
Table 5. Multicollinearity Test

Digital Marketing (X ₁)	Purchasing Decisions (Y)	Product Quality (X ₁)
Digital Marketing (X ₁)	5,241	
Purchasing Decisions (Y)		
Product Quality (X ₂)	5,241	

Based on the Table 5 is the result of VIF used to see the test on each variable that has a VIF value <10, so it does not violate the provisions of the multicollinearity test.

Structural Model (outer model)

The results of the structural model which are the results of testing the hypothesis can be seen in the following figure:



Source: Primary data processed, 2023

Model feasibility test

a) Coefficient of determination (R Square)

The test on the inner model begins by looking at the value on R-(square) using PLS which is presented as follows:

Table 6. Coefficient of determination (R Square)

	R Square	R Square Adjusted
Purchasing Decisions (Y)	0,744	0,739

Based on Table 6 shows the R-Square value of the Consumer Purchase Decision variable of 0.744 or 74.4%. This value means that the customer satisfaction variable can be explained by the Digital Marketing variable, and Product Quality by 74.4% while the remaining 25.6% is influenced by other variables outside the study.

b) Prediction Relevance Test (Q Square)

In addition, to determine whether a model can be predicted, it can be seen through Q-Square testing, if Q-Square > 0 then a model can be predicted. Conversely, if a model has a value < 0 then the model cannot be predicted. The R2 value in the results of this study is 0.744.

Based on this test, it produces a Q2 value of 0.744 or 74.4%, which means that this model is said to be feasible because it has a diversity that can be explained in the model of 74.4%. While the remaining 25.6% is explained by other variables outside the study. The Q2 result in this study is 74.4% so that the PLS model is good because it is able to explain a model of 74.4% of the overall information available.

c) F Square Test

The calculation of F-Square in the inner model test can be seen in the test results that have been written in Table 7:

Table 7. F-Square Test

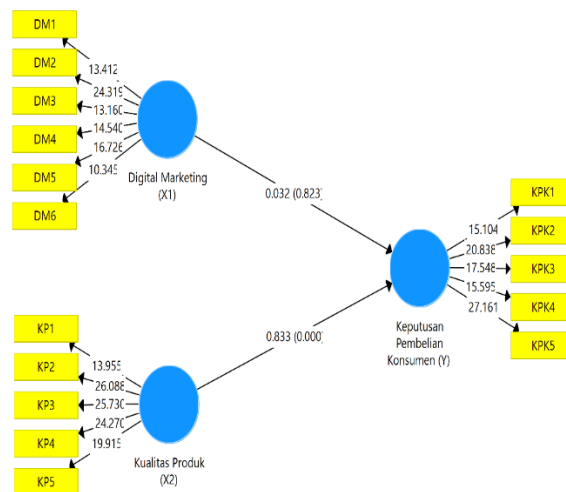
Digital Marketing (X ₁)	Purchasing Decisions (Y)	Product Quality (X ₂)
	0,001	
Purchasing Decisions (Y)		

Product Quality (X ₂)	0,518
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Based on table 7, it can be seen that digital marketing has a very small influence on consumer purchasing decisions because the F square value is 0.001. Meanwhile, product quality has a positive and significant effect on consumer purchasing decisions because it has an F square value of more than 0.35, namely 0.518.

Structural Model (inner model)

The results of the structural model which are the result of testing the hypothesis can be seen in the following figure:



Source: Primary data processed, 2023

Direct effect

Direct testing can be seen in the direct effect tabel with bootstrapping technique. The following are the results of direct research:

Table 8. Direct Effect

Hypothesis	Variable Relationship	Original Sample	T-Statistic	P-Values	Description
H ₁	Digital marketing (X ₁) → Purchasing Decisions (X ₂)	0,032	0,224	0,823	Negative Significant
H ₂	Product Quality → Purchasing Decisions (Y)	0,833	6,877	0,000	Positive Significant

H₁: Digital marketing has no effect on consumer purchasing decisions

Digital marketing on consumer purchasing decisions has a t-statistic value < 1.96 , namely 1.394 and p-values > 0.05 , namely 0.164, which means that it has no effect on consumer purchasing decisions so that H1 is rejected.

H₂: Product quality has a positive and significant effect on consumer purchasing decisions

Product quality on consumer purchasing decisions has a t-statistic value > 1.96 , namely 6.877 and p-values < 0.05 , namely 0.000, which means that product quality has a positive effect on consumer purchasing decisions so that H₂ is accepted.

B. Discussion

The Effect of Digital Marketing on Consumer Purchasing Decisions

Discussion of the effect of digital marketing on consumer purchasing decisions Based on the description above, the results of this study show that it is used to answer the allegations in the hypothesis, namely that there is an influence of digital marketing on consumer purchasing decisions. Based on the results in the inner model, it shows that digital marketing has no influence on consumer purchasing decisions on 3Second products, this means that digital marketing carried out by the 3Second company has no influence on consumers to make purchases on 3Second products. This theory was developed on the basis of research (Pebrianti et al., 2020) which states that Digital Marketing has a significant effect on Purchasing Decisions.

The Effect of Product Quality on Consumer Purchasing Decisions

The discussion of product quality on consumer purchasing decisions is to answer the hypothesis that product quality is thought to have an effect on consumer purchasing decisions. Based on the analysis that has been carried out, it shows that product quality has a positive and significant influence on consumer purchasing decisions on 3Second products. 3Second has good product quality because 3Second is a company that produces various types of fashion that are well known and there is no doubt that the products produced are of good quality. This theory was developed on the basis of research (Jonathan et al., 2022) and (Dyah Ayu & Kuswati, n.d., p. 2022) which states that Product Quality has a significant effect on Purchasing Decisions.

5. CONCLUSION

The results in this study indicate that digital

marketing has no influence on consumer purchasing decisions because many consumers see in terms of product quality first and a well-known product image that consumers will definitely be interested in buying the product.

Product quality has a positive and significant influence on consumer purchasing decisions because everyone who wants to buy a product must look at the quality of the product first. This product quality is one of the factors that can influence purchasing decisions. A company must pay attention to the products it produces because product quality is an important factor that can influence consumers to buy a product. The better the quality of the product produced, the higher the price that can be offered.

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