

The Influence of Digital Marketing, Price and Brand Image on Purchasing Decisions

Prasetya Tri Mahendra¹, Ika Novaliana², Indra Dekrijanti³, Hesty Ishmi Ningtyas⁴

Department of Management, Faculty of Economics and Business, Universitas PGRI Mpu Sindok (UPMS)
Nganjuk, Indonesia^{1,2,3,4}

Corresponding Author: Prasetya Tri Mahendra (pt.mahendra12@upms.ac.id)

Abstract

The rapid development of information and technology has an influence on various aspects, including in the culinary field which has more innovation and consumer interest. Culinary is one of the businesses that is in great demand because it has great prospects, at this time tea has become the prima donna of business opportunities that are very profitable in recent years, by using tea business people can develop a culture in consuming tea again.

This study aims to determine the influence of digital marketing, price and brand image on purchasing decisions (case study at Es Teh Indonesia Nganjuk). This research was conducted for 1 (one) year with a focus on digital marketing, price and brand image on purchasing decisions, using a quantitative approach. The population in this study is consumers who visit and make purchases at Es Teh Indonesia Nganjuk. The method of data collection used in this study was by questionnaire which was distributed to 97 respondents selected using purposive sampling. In research using the SPSS 26 application. Methods in data analysis using Instrument Test, normality test, classical assumption test, multiple linear regression analysis, hypothesis test and coefficient of determination (R²).

Keyword: Brand image, Digital marketing, Price, Purchase decision.

INTRODUCTION

The rapid development of information and technology has an influence on various aspects, including in the culinary field which has more innovation and consumer interest. Some activities of Micro, Small and Medium Enterprises (MSMEs) utilize information technology to run their business. The increasing number of competitors is a consideration for business actors to innovate in winning the competition. The right marketing communication strategy is used to be able to grab the intended market share so that it can increase sales (Pradiani, 2017).

The problem that arises in this study is that with the current food and beverage business competition whether digital marketing, price and brand image have a significant influence on purchasing decisions by consumers. So the specific purpose of this study is to analyze the influence of digital marketing, price and brand image of Es Teh Indonesia products, which can later be used as a reference for consumers in purchasing decisions.

The urgency / something important of this research is that through digital marketing, the price and brand image of Es Teh Indonesia products can provide convenience and knowledge for consumers in choosing purchasing decisions and can be used as a reference for further research.

METHODS

The location of this research was conducted at Es Teh Indonesia Nganjuk, on Jalan Yos Sudarso No. 27, Payaman, Nganjuk District, Nganjuk Regency, East Java 64418. This study was conducted for 3 months from May to July 2024 so that a total of 2799 consumers visited and purchased products from Es Teh Indonesia.

To determine the size of the sample can be done with statistics or based on research estimates. This sampling must be carried out in such a way that a sample is obtained that can really function or can describe the actual state of the population, in other terms it must be representative (representative) (Novitaningsih, 2019) This study uses a type of Descriptive Reseach research. This study is conducted to get the most accurate picture possible about a particular individual, condition, symptom, or group. It is not uncommon for this kind of research to depart from certain hypotheses, or from previous research.

The purpose of this research is to reinforce hypotheses, so that they can eventually help in the formation of new theories or strengthen old theories. The sample in this study is Nganjuk Indonesian Iced Tea consumers based on certain considerations or criteria that aim to obtain a representative sample in accordance with the criteria and to facilitate this research. So that a sample of 97 respondents was obtained. In this study using quantitative methods. The analysis tool used is SPSS version 26.

RESULTS AND DISCUSSION

Validity Test Results

The results of each statement item from the validity test are obtained. The table above shows the calculated results of each statement item. It is known that the calculated value of statement items on all variables in this study has a calculated value of $r_{count} \geq r_{table}$. So with these results, it can be concluded that each statement item is declared valid.

Table 1 Reliability Test Results

No	Variable	Item	Cronbach Alpha	Border	Information
1	Digital Marketing	X ₁	0,778	0,60	Reliabel
2	Price	X ₂	0,780	0,60	Reliabel
3	Brand Image	X ₃	0,787	0,60	Reliabel
4	Purchasing Decision	Y	0,782	0,60	Reliabel

data sources processed by researchers, 2024

Table 2 Frequency of Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,30002576
Most Extreme Differences	Absolute	,055
	Positive	,041
	Negative	-,055
Test Statistic		,055
Asymp. Sig. (2-tailed)		,200 ^{c,d}
a. Test distribution is Normal.		

b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

data sources processed by researchers, 2024

Table 3 Multicholinerity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,160	6,257
	X2	,203	4,915
	X3	,142	7,018
a. Dependent Variable: Y			

data sources processed by researchers, 2024

Table 4 Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,259	,975		3,341	,001
	X1	,044	,046	,245	,952	,344
	X2	-,014	,058	-,056	-,246	,806
	X3	-,066	,069	-,261	-,960	,339
a. Dependent Variable: RES_2						

data sources processed by researchers, 2024

Table 5 Multiple Linear Regression Analysis Results

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4,033	1,492	
	X1	,211	,072	,289
	X2	,197	,090	,192
	X3	,489	,105	,479
a. Dependent Variable: Y				

data sources processed by researchers, 2024

Table 6 Test Results t (Partial)

Coefficients ^a				
	Unstandardized Coefficients	Standardized Coefficients		

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,033	1,492		2,704	,008
	X1	,211	,072	,289	2,948	,004
	X2	,197	,090	,192	2,187	,031
	X3	,489	,105	,479	4,667	,000
a. Dependent Variable: Y						

data sources processed by researchers, 2024

Tabel 7 Test Result F (Simultan)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6408,173	3	2136,058	190,016	,000 ^b
	Residual	1045,456	93	11,241		
	Total	7453,629	96			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

data sources processed by researchers, 2024

Table 8 Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,927 ^a	,860	,855	3,35283
a. Predictors: (Constant), X3, X2, X1				

data sources processed by researchers, 2024

DISCUSSION

This sub-chapter describes the analysis of the discussion of the tests that have been carried out. The explanation is carried out focusing on theoretical aspects and methodological aspects. In the theoretical aspect, it is necessary to compare the premises that have been used to build hypotheses with empirical reality in the field. While on the methodological aspect, it is necessary to realize that there is no perfect research. These imperfections more or less affect the results of the study.

CONCLUSION

Based on the results of research and discussion that have been stated previously, the following conclusions can be drawn:

1. Digital marketing has a positive and significant influence on purchasing decisions with a calculated value of $t_{count} 2.948 > t_{table} 1.985$ and a sig t value of $0.004 < 0.05$. With these results, it can be interpreted that the more digital marketing, the more famous Es Teh Indonesia will also be and will also help make the business more competitive.
2. Price has a positive and significant effect on purchasing decisions with a calculated value of $t_{count} 2.187 > t_{table} 1.985$ and a sig t value of $0.031 < 0.05$. That way it can be interpreted that the higher the value of consumer perception of prices, the stronger the consumer impulse to make purchasing decisions. So the price greatly influences the decision of consumers in buying any product including Es Teh Indonesia.
3. Brand Image has a positive and significant effect on purchasing decisions with a calculated

value of $t_{count} 4.667 > t_{table} 1.985$ and a sig t value of $0.000 < 0.05$. This means that the brand image increases and the level of purchasing decisions will increase, because consumers prefer to buy products with well-known brands due to the perception that brands that have a good image are more reliable and have undoubted quality than brands that do not have a good brand image.

4. Digital marketing, price and brand image have a positive and significant influence on purchasing decisions with a value of $F_{Hitung} 190.016 > F_{Tabel} 2.70$ and a sig value of $F 0.000 < 0.05$. Digital marketing, price and brand image are an inseparable entity in influencing purchasing decisions. The more digital marketing, the cheaper the price and the better the brand image, the higher the purchase decision at Es Teh Indonesia Nganjuk.

REFERENCES

- Alrasyid, H., & Tri Indah, A. (2018). Pengaruh Inovasi Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha di Kota Tangerang Selatan. *Perspektif*, 16(1), 39–49. <https://doi.org/2550-1178>
- Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess Di Bangkalan). *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 96–104. <https://doi.org/10.21107/jsmb.v6i2.6688>
- Amnan, A. R., & Hardiani, H. S. (2019). Pengaruh Alokasi Dana Desa dan Pendapatan Asli Desa. 1(1), 37–55.
- Andari, G. A. R., Sulindawati, N. L. G. E., & Atmadja, A. T. (2017). Optimalisasi Pengelolaan Pendapatan Asli Desa Untuk Meningkatkan Pembangunan Perekonomian Desa Pada Desa Pejarakan, Kecamatan Gerokgak, Kabupaten Buleleng. *JIMAT (Jurnal Ilmiah Mahasiswa Akuntansi S1)*, 7(1).
- Arciniegas Paspuel, O. G., Álvarez Hernández, S. R., Castro Morales, L. G., & Maldonado Gudiño, C. W. (2021). No perangi Corona Virus Desease Dengan Mengedukasi Masyarakat Tentang Pembuatan Disinfektan Di Desa Sukajaya, 2(1), 6 .
- Arifatun, Amelia, N., & Yuliantoro, R. (2019). Pajak dan Retribusi (BHPR) terhadap Alokasi Belanja Desa Bidang Kesehatan Tahun 2018 (Studi pada Desa-Desa di Kabupaten Klaten). *Skripsi: Universitas Ahmad Dahlan*, 2018(Dd).
- Arifatun, N. A., W, R. Y. C., & Sc, S. E. M. (2018). PAJAK DAN RETRIBUSI (BHPR) TERHADAP ALOKASI BELANJA DESA BIDANG KESEHATAN TAHUN 2018 (Studi Pada Desa-Desa di Kabupaten Klaten) Universitas Ahmad Dahlan , 2) Dosen Universitas Ahmad Email : nurarifatun04@gmail.com. 2018(Dd).
- Camelia, M., & Hartono, B. (2021). Citra Merek Dan Promosi Terhadap Keputusan Pembelian Produk Di Masa Pandemi Covid-19 (Studi Kasus Bs Coffee & Donuts). *Competence : Journal of Management Studies*, 15(2), 186–203. <https://doi.org/10.21107/kompetensi.v15i2.12516>
- Chaerunnisa, N. (2024). Kisah Es Teh Indonesia, dari Stand Bazar Biasa hingga Buka Franchise Ratusan Cabang. <https://www.tourismnews.id/tourism-business/pr-1292179673/kisah-es-teh-indonesia-dari-stand-bazar-biasa-hingga-buka-franchise-ratusan-cabang?page=2>
- Choiri. (2019). Metode Penelitian Kualitatif di Bidang Pendidikan. In *Journal of Chemical Information and Modeling*, 2(3), 5.
- Endah, & Penelitian, A. J. (2020). METODE PENELITIAN.
- Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 1(2), 61–76. <https://doi.org/10.26533/jmd.v1i2.175>
- Ferent Vanessa. (2020). Faktor-Faktor Yang Mempengaruhi Pengungkapan Tanggung Jawab Sosial Perusahaan Pada Sektor Pertambangan Yang Terdaftar Di Bursa Efek Indonesia Periode 2015-2018. *Skripsi Ilmiah*, 1–128.
- Habib, T. (2021). Ini 10 Negara Penghasil Teh Terbesar di Dunia. *Akurat.Co*. <https://akurat.co/ini-7-negara-penghasil-teh-terbesar-di-dunia-indonesia-peringkat-berapa>
- Igiasi, T. S. (2017). Kedai Kopi Sebagai Ruang Publik: Studi Tentang Gaya Hidup Masyarakat Kota Tanjungpinang. *Jurnal Masyarakat Maritim*, 1(1), 18–20.
- Irawan. (2021). Pengaruh Kualitas Produk, Citra Merek Dan Harga Terhadap Keputusan

- Pembelian Kopi Pada Aolikasi Online Dimasa Pandemi Covid-19. *Jurnal Ilmiah Manajemen*, 7(1), 17–32.
- Khoziyah, S., & Lubis, E. E. (2021). Pengaruh Digital Marketing Terhadap Keputusan Pembelian Followers Online Shop Instagram @KPopConnection. *Jurnal Ilmu Komunikasi*, 10(1), 39–50.
- Rahmawati. (2021). *Pengaruh Store Atmosfer, Price, Lifestyle dan Lovation Terhadap Keputusan Pembelian*. 5(2), 6.
- Literate, S., & Indonesia, J. I. (2020). View metadata, citation and similar papersat core.ac.uk. *PENGARUH PENGGUNAAN PASTA LABU KUNING (Cucurbita Moschata) UNTUK SUBSTITUSI TEPUNG TERIGU DENGAN PENAMBAHAN TEPUNG ANGKAK DALAM PEMBUATAN MIE KERING*, 1(2), 274–282.
- Mahendra, P. T. (2021). Improve Customer Satisfaction through Product Innovation in Social Media. *Budapest International Research and Critics Institute-Journal*, 4, No 3.
- Meirista, D., & Dermawan, I. (2021). *PENGARUH HARGA TERHADAP KEPUTUSAN PEMBELIAN LAWUK PAWUK (SURVEY PADA PELANGGAN LAWUK PAWUK)*. 9(2).
- Mukuan, D. D. S. (2019). *No Title*. 9(1), 35–42.
- Nainggolan, R. (2020). Pengaruh Product dan Price Terhadap Keputusan Pembelian Kukki Deli Dengan Pemasaran Online Sebagai Variabel Mediasi. *Management and Sustainable Development Journal*, 2(2), 87–98. <https://doi.org/10.46229/msdj.v2i2.189>
- Nirnanjan (2019). *Digital Marketing*. Jurnal Pelayanan Publik, 1994, 1–48. <https://doi.org/10.1190/segam2013-0137.1>
- Novitaningsih, T., Santoso, S. I., & Setiadi, A. (2019). Analisis Profitabilitas Usahatani Padi Organik Di Paguyuban Al-Barokah Kecamatan Susukan Kabupaten Semarang. *Mediagro*, 14(01), 42–57. <https://doi.org/10.31942/md.v14i01.2619>
- Nugroho, R. A. (2017). FAKTOR-FAKTOR YANG MEMPENGARUHI KEMAUAN UNTUK MEMBAYAR PAJAK DENGAN KESADARAN MEMBAYAR PAJAK SEBAGAI VARIABEL INTERVENING (Studi Kasus Wajib Pajak Orang Pribadi Yang Melakukan Pekerjaan Bebas Yang Terdaftar Di KPP Pratama Semarang Tengah Satu). *Diponegoro Journal of Accounting*, 1(1), 150–160.
- Pelayanan, K., & Keputusan, T. (2020). 1 2 1,2. 9(7), 2596–2620.
- Pradiani. (2017). Terhadap Peningkatan Volume Penjualan Hasil. *Jibeka*, 11, 46– 53, <http://jurnal.stie.asia.ac.id>
- Rafa. (2017). *Kerangka Konsep Kerangka konsep menurut (Sugiyono , 2014) adalah suatu hubungan yang akan menghubungkan secara teoritis antara variabel-variabel penelitian yaitu , antara variabel independendengan variabel dependen yang akan di amati atau di ukur mel*. 31– 34.
- Ratna Gumilang, R. (2019). Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri. *Coopetition : Jurnal Ilmiah Manajemen*, 10(1), 9–14. <https://doi.org/10.32670/coopetition.v10i1.25>
- Rofifah, D. (2020). Analisis Efektivitas Pemungutan Pajak Bumi dan Bangunan. *Paper Knowledge . Toward a Media History of Documents*, 12–26.
- Sahara, N. I., & Prakoso, F. A. (2020). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Konsumen Lazada (Studi di Wilayah Jakarta Selatan). *Prosiding Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1177, 2–11.
- Effendi. (2020). Metode Penelitian. *Lecture.Id*, 10(5) 10–35. <https://lektur.id/arti-intensitas/>
- Suardhita, N., Rafik, A., & Sugeng, I. S. (2019). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Produk Bedak Merek Wardah. *Jurnal Penelitian Ekonomi Dan Bisnis*, 3(1), 11–20.
- Suryani. (2021). Pengaruh citra merek, promosi dan kualitas produk terhadap keputusan pembelian nu green tea. *Pengaruh Citra Merek, Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Nu Green Tea*. 2(3), 92.
- Widiastutik, A. (2019). *Jenis-jenis penelitian*, 2(1), 10–11. <http://repository.uir.ac.id>
- Wijoyo. (2020). Digital Marketing. *Jurnal Penelitian dan Bisnis*, 2(1), 17–20. <https://www.researchgate.net/publication/344163047>
- Yang, E. (2017). Pengaruh Citra Merek, Kualitas Produk, Harga dan Gaya Hidup Terhadap Keputusan Pembelian Produk Matahari Mall.com, 2(3), 53. <https://staff.uinjkt.ac.id>
- Yuli, Y., & Riswandari, E. (2017). Analisis Penentuan Harga Jual Berdasarkan Metode Cost-Plus Pricing Dengan Pendekatan Full Costing. *Jurnal Akuntansi Bisnis*, 4(2), 100–113. <https://journal.ubm.ac.id/index.php/akuntansi-bisnis/article/view/421>