The Effect of Digital Marketing and Product Quality on Product Purchasing Decisions of Monica The Label

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Abstract: This study aims to analyze the effect of digital marketing and product quality on purchasing decisions for Monica The Label products. The population in this study was all students majoring in accounting, management and development economics at the Faculty of Economics, and Business, Muhammadiyah Surakarta University class of 2019. While the sample in this study was students majoring in accounting, management and development economics at FEB Muhammadiyah Surakarta University class of 2019. The analysis techniques used in this study are: 1) Outer Model Analysis (Evaluation of Measurement Model), consists of: Validity Test, Reliability Test and Multicollinearity Test 2) Inner Model Analysis (Structural Model Evaluation), consists of: Coefficient of Determinant (R^2), Goodness of Fit (GoF) and Path Coefficient (Direct Effect). The results of this study indicate that digital marketing and product quality have a positive and significant effect on purchasing decisions for Monica The Label products

Keywords: Digital Marketing, Product Quality, Purchase Decision

1. Introduction

World fashion trends are growing rapidly in Indonesia. Various models and types of clothing continue to emerge which are warmly welcomed and enthusiastic by fashion lovers. It is believed that the style of dress can also reflect one's personality. In Indonesia, fashion trends continue to experience development from day to day. Developments occur because of the presence of talented local fashion designers who are never short of ideas in creating the latest clothing models to attract market interest. This condition helps the Indonesian economy, one of which is in the retail sector (Winto, 2021). However, with the emergence of various businesses in the fashion sector, this will certainly lead to competition. Consumers will also get many choices so that consumers will consider products from various perceptions. The presence of the Shopee Ekspor Solo MSME Campus since May 2021 has helped train tens of thousands of local MSME players regarding effective business strategies and provides various facilities that can be utilized to help MSME players market their products abroad. Based on Law number 20 of 2008 concerning MSMEs in article 1 it states that what is meant by Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law (Eka et al., 2021). MSMEs in the city of Solo are also growing rapidly, especially in Solo, the Shopee export MSME campus is also open. One of the MSMEs from Solo that is able to penetrate foreign markets is Monica The Label. Monica the label sells products in the fashion sector such as Muslim clothes and hijab which are currently in trend (tempo.co, 2022).

Purchasing decisions are a series of decision making processes of a customer in purchasing products or services, namely the result of the collaboration of knowledge and experience to determine two or more available product alternatives which are influenced by several factors, including quality, price location, promotion, service and so on. (Irfanudin et al., 2020). Many factors influence purchasing decisions, for example is digital marketing. Meanwhile, in the current era of marketing, digital marketing is a means that is now unlimited in any form, where marketers are free to do unlimited creativity in promotions that previously used conventional promotional media (Laluyan et al., 2019). Companies can use digital marketing as a marketing medium to increase sales volume both domestically and abroad. One example of digital marketing is E-Commerce.

Technological developments make consumers use technology to meet their daily needs. This can be seen from how much consumers use information technology facilities in fulfilling the information they need, one of which is the use of the internet. The changing times have brought people's shopping lifestyles to shift from conventional ones to online sales site transactions that are affected by the changing lifestyles of these people (Saputra & Ardani, 2022). According to Fitrianna & Aurinawati, (2020), "the influence of the development of digital marketing technology in Indonesia has led to the emergence of e-commerce or online marketplaces that provide convenience for shopping for goods or services with effective and optimal service, therefore purchasing decisions are the result of what is made on digital marketing variables". In addition to promotional issues, product quality is also a consideration for consumers in determining purchasing decisions. According to Kotler & Keller, (2012) a product is defined as a set of attributes in the form of features, functions, benefits, and uses that are used to provide customer satisfaction. Within the framework of consumer behavior, the product is an indicator in searching, purchasing, using, and evaluating products. Product mix is an effort to differentiate product marketing in the eyes of consumers to make it easier for consumers to recognize the products marketed by the company both offline and online (Utami & Firdaus, 2018).

Product quality must also be considered because if the quality of the product is good, it can impress consumers so that they have the intention to buy products marketed by manufacturers. Product quality is the reliability of the goods when carried out such as the durability of the goods, convenience and so on. Based on what has been explained above, every business whether engaged in industry, trade or services must be able to optimize all of its resources in order to expand its business, develop and maintain its business viability and to obtain the maximum profit. Every company must be able to carry out its marketing strategy regularly Sudiyanto & Rismansyah, (2017), because that way the company will be able to increase its sales results.

The purpose of this study is to examine digital marketing and product quality on purchasing decisions. This research is a quantitative research using primary data with a population of all students majoring in accounting, management and development economics at the Faculty of Economics, and Business Muhammadiyah Surakarta University class of 2019, who have used Monica The Label products and are over 17 years old. From this population with various relevant sample criteria, a sample of 100 respondents was obtained who were willing to fill out the questionnaire.

2. Literature Review

Purchase decision is the selection of two or more options to make a purchase. Purchasing decisions are especially important when there are many options with the same function for goods and services. Purchase decisions made by consumers are based on various motives and specific impulses. The stronger the consumer's drives and motives, the stronger the decision to buy certain products (Amron, 2018). Meanwhile, according to Tjiptono, (2012) purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. Many factors can influence a person's decision to make a purchase, such as lifestyle, price, and product quality. Before deciding to buy a product, a customer will basically carry out a decision-making process first (Fitriana et al., 2019). Consumer behavior is a performance framework or something that represents what consumers believe in making buying decisions. In purchasing decisions by buying the most preferred product or brand (Kartika & Ganarsih, 2019).

Digital marketing is a brand promotion activity that uses various web-based media such as blogs, websites, email, adwords, or social media. Meanwhile, according to Stokes, (2011), "Digital marketing can be defined as the use of digital channels to market brands". To reach consumers with digital marketing, several channels are used, namely social media marketing and email marketing. Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out (Mewoh et al., 2019). They are gradually starting to leave the traditional marketing model and switch to modern marketing, namely digital marketing. Digital marketing communications and transactions can be done at any time in digital marketing. The increasing number of internet and social media users is a huge opportunity for business people to market their products (Laluyan et al., 2019).

With the advantages of social media that can be accessed at any time and there are no regional boundaries, it is an advantage that can be utilized in its main business in marketing products. Producers can introduce their products

in order to get more attention from their potential customers so that the expectation of product purchases by consumers is higher (Saputra & Ardani, 2022). Digital marketing is important for companies as a communication link with consumers from various regions. In the era of globalization it is very important to implement digital marketing because the scope is broad and easy to use. Entrepreneurs at this time must follow the flow of changes, changes or shifts in market desires that will indirectly change a business model at this time (Mulyansyah & Sulistyowati, 2020).

Product quality is a potential strategic weapon to beat competitors. So, only companies with the best product quality will grow rapidly and in the long term these companies will be more successful than other companies (Agustina & Budiarti, 2021). Basically every consumer will see a product from its quality. The public's view of the quality of goods varies, because basically product quality arises from the perception of a consumer and its users of a product that wants to be able to provide satisfaction as well as consumer needs and desires (Sitorus, 2021). Quality is usually related to the benefits and uses and functions of a product. Consumers can assess and feel directly how the quality of the product. Quality is the main weapon of companies in marketing their products. Good quality that meets the expectations, desires and needs of consumers can also have a good impact on the company. That is, consumers will buy and be loyal to the company's products (Siregar & Hakim, 2017)

The Effect of Digital Marketing on Purchasing Decisions

According to Sanjaya & Josua, (2009), digital marketing is a brand promotion activity that uses various web-based media such as blogs, websites, email, adwords, or social media. Meanwhile, according to Stokes, (2011), "Digital marketing can be defined as the use of digital channels to market brands". The use of digital marketing is very popular at this time the use of digital media is very helpful in marketing a product or service quickly, broadly and inexpensively. Broad digital coverage will be able to attract consumers to buy products from these companies.

This hypothesis is supported by the research of Saputra & Ardani, (2022), Fitrianna and Aurinawati (2020), and Mewoh, et.al (2019). Digital marketing can help marketing work in marketing their products by utilizing information technology, meaning that digital marketing can influence purchasing decisions. Based on the theory and supported by previous researchers, the hypothesis can be formulated as follows:

H1: Digital Marketing has a positive and significant effect on Purchase Decisions

The Influenc The Effect e of Product Quality on Purchasing Decisions

Product quality is a potential strategic weapon to beat competitors. So, only companies with the best product quality will grow rapidly and in the long term these companies will be more successful than other companies (Agustina & Budiarti, 2021). Basically every consumer will see a product from its quality. The public's view of the quality of goods varies, because basically product quality arises from the perception of a consumer and its users of a product that wants to be able to provide satisfaction as well as consumer needs and desires (Sitorus, 2021). Quality is usually related to the benefits and uses and functions of a product. Consumers can assess and feel directly how the quality of the product. Quality is the main weapon of companies in marketing their products. Good quality that meets the expectations, desires and needs of consumers can also have a good impact on the company. That is, consumers will buy and be loyal to the company's products. Basically every consumer will see a product from its quality. The public's view of the quality of goods varies, because basically product quality arises from the perception of a consumer and its users of a product that wants to be able to provide satisfaction as well as consumer needs and desires (Sitorus, 2021). When marketers pay attention to quality, consumers will be happy to decide to buy a product or service. Product quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (Amron, 2018).

This hypothesis is supported by research by Irfanudin, et.al (2020) and Ratnaningrum (2018), stating that product quality influences purchasing decisions, and meaning that good quality that meets the expectations, desires and needs of consumers can also have a good impact on the company. . That is, consumers will buy and be loyal to the company's products. Based on the theory and supported by previous researchers, the hypothesis can be formulated as follows:

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

Figure 1 is a research model that describes the relationship between the independent variable and the dependent variable. The dependent variable in this study is purchasing decisions, while the independent variables are digital marketing and product quality. All independent variables are hypothesized to have a positive influence on the dependent variable.
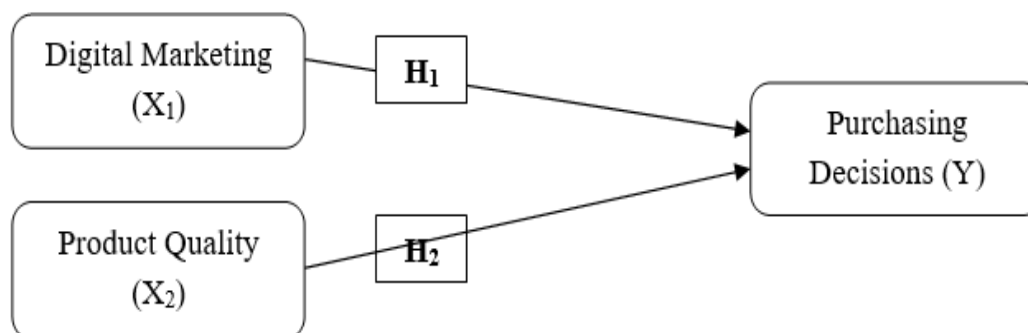

Figure 1. Research Framework

3. Methods

The populations of this study were all students majoring in accounting, management and development economics at the Faculty of Economics and Business Muhammadiyah Surakarta University class of 2019 which were determined by the purposive sampling method. Questionnaires were sent directly to the intended respondents and 100 respondents were obtained. This study shows that digital marketing and product quality have an effect on the dependent variable, namely purchasing decisions. Variables are measured using instruments that have been developed and used in previous studies. the instrument for measuring purchasing decisions uses a questionnaire developed by Saputra & Ardani, (2022), while digital marketing uses an instrument developed by Saputra & Ardani, (2022) and product quality uses an instrument developed by Ratnaningrum (2018).

The operational definition in this study is as follows: purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. Utilization of information technology using measurement indicators: (1) Buying stability, (2) Buying because of a preferred brand, (3) Buying because of necessity, (4) Buying because of recommendations from others, and (5) Distribution channels.

Digital marketing is a brand promotion activity that uses various web-based media such as blogs, websites, email, adwords, or social media. Digital marketing uses indicator measurements: (1) Accessibility, (2) Interactivity, (3) Entertainment, (4) Trust and (5) Informative.

Product quality is a potential strategic weapon to beat competitors in providing the benefits and usability and function of a product. Product quality uses indicator measurements: (1) Quality, (2) Performance, (3) Brand Name, (4) Durability, (5) Conformance with specifications, and (6) Product features.

The analysis tool in this study used SMARTPLS 3.0 software. This study used Structural Equation Model (SEM) analysis with Partial Least Square (PLS). PLS (Partial Least Square) is a powerful analysis method because it does not assume that the data must be of a certain scale of measurement. PLS-SEM analysis consists of two, namely the Outer model and Inner model. 1) Analysis of the Outer Model (Evaluation of the Measurement Model), namely: a). Validity test, consisting of convergent validity can be fulfilled when the variable has an AVE value above 0.5, with a loading value for each item having a value of more than 0.5, and discriminant validity where the Average Variance Extraced (AVE) value that meets the validity requirements is more than 0.50, b). Reliability test with rules for composite reliability value greater than 0.7 and Cronbach's alpha value greater than 0.6, and c) Multicollinearity test tolerance value >0.1 or equal to VIF value <5. 2) Analysis Inner Model (Structural Model Evaluation), namely: Coefficient of Determinant (R2), Goodness of Fit (GoF) and Path Coefficient (Direct Effect).

4. Results

Based on the results of statistical tests using SMARTPLS 3.0 software. Outer Model Analysis Test (Measurement Model Evaluation) and Inner Model Analysis (Structural Model Evaluation) can be seen as follows:

Tabel 4.1 Convergent Validity

Variabel	Indikator	*Outer Loading*
Digital Marketing (X1)	X.1	0.703
	X.2	0.759
	X.3	0.766
	X.4	0.834
	X.5	0.787
Product Quality (X2)	Z.1	0.851
	Z.2	0.885
	Z.3	0.707
	Z.4	0.798
	Z.5	0.677
	Z.6	0.626
Purchasing Decisions (Y)	Y.1	0.841
	Y.2	0.832
	Y.3	0.783
	Y.4	0.849
	Y.5	0.806

Based on the test results in table 4.1, it shows that there are no variable indicators whose outer loading values are below 0.5, so that all indicators are declared feasible or valid for research use and can be used for further analysis.

Tabel 4.2 Discriminant Validity

Variable	*AVE (Average Variance Extracted)*	Description
Digital Marketing (X1)	0.594	Valid
Product Quality (X2)	0.582	Valid
Purchasing Decisions (Y)	0.677	Valid

Based on the test results in table 4.2, each value for digital marketing is 0.594, product quality is 0.582, and for purchasing decisions is 0.677. This shows that each variable in this study can be said to be valid with discriminant validity.

Tabel 4.3 Composite reliability

Variable	*Composite Reliability*
Digital Marketing (X1)	0.880
Product Quality (X2)	0.892
Purchasing Decisions (Y)	0.913

Based on the test results in table 4.3, the composite reliability value of all research variables is > 0.7. This shows that each variable in this study has a high level of reliability.

Tabel 4.4 Cronbachs Alpha

Variable	*Cronbachs Alpha*
Digital Marketing (X1)	0.830
Product Quality (X2)	0.852
Purchasing Decisions (Y)	0.880

Based on the test results in table 4.4, the Cronbach alpha value of all variables in this study is above > 0.6. This shows that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

Tabel 4.5 Coefficient Determination (R2)

Variable	*R-Square*
Purchasing Decisions (Y)	0.787

Based on the test results in table 4.5 the Coefficient Determination value is 0.787 or 78.7%, it can be said that the magnitude of the influence of digital marketing variables and product quality on purchasing decisions in this relationship is a strong relationship.

Tabel 4.6 Effect Size (f²)

Variable	Effect Size
Digital Marketing (X1)	0.086
Product Quality (X2)	0.869

Based on the test results in table 4.6, the value of digital marketing has a weak proportion of purchasing decisions, while the product quality variable has a strong proportion of purchasing decisions.

Tabel 4.7 Path Coefficient (Direct Effect)

Description	*Original Sample*	*t-Statistics*	*P Values*	Result
Digital Marketing (X1) -> Purchasing Decisions (Y)	0.221	2.608	0.009	**Significant Positive**
Product Quality (X2) -> Purchasing Decisions (Y)	0.702	9.161	0.000	**Significant Positive**

The Effect of Digital Marketing on Purchasing Decisions

Based on Table 4.7 it can be concluded that digital marketing has a positive effect on purchasing decisions (t-statistic 2.608 > 1.96 and p value 0.009 <0.05). Therefore, H1 is accepted. This indicates that digital marketing can help marketing work in marketing its products by utilizing information technology. With the existence of promotional media that is easier and does not incur large costs, it will make it easier for companies to attract consumers. The use of digital marketing is very popular at this time the use of digital media is very helpful in marketing a product or service quickly, broadly and inexpensively. Broad digital coverage will be able to attract consumers to buy products from these companies. This was also done by Monica The Label where they also carried out a digital marketing strategy, namely through Instagram or Tiktok. The digital marketing strategy undertaken by Monica The Label is one of the things that makes Monica The Label successful in attracting consumers. and the results of this study are in accordance with the research of Saputra & Ardani, (2022), Fitrianna and Aurinawati (2020), and Mewoh, et.al (2019).

The Effect of Product Quality on Purchasing Decisions

Based on Table 4.7 it can be concluded that product quality has a positive effect on purchasing decisions (t-statistic 9.161 > 1.96 and p-value 0.000 <0.05). Therefore, H2 is accepted. This indicates that product quality is a potential strategic weapon to defeat competitors. So, only companies with the best product quality will grow rapidly and in the long run these companies will be more successful than other companies. Products are important in the company so that the quality must be maintained. In addition, product quality is one indicator that can make a company win the competition. This is also done by Monica The Label where product quality is always well maintained, where Monica The Label also always pays attention to raw materials and also the quality of the tailors when going to carry out the production process. and the results of this study are in accordance with the research of Irfanudin, et.al (2020) and Ratnaningrum (2018).

5. Conclusions

This study found that digital marketing and product quality have a positive and significant influence on purchasing decisions. These findings show that digital marketing and product quality can help companies increase their revenue.

This research adds to our understanding of the use of digital marketing and product quality applied at Monica The Label, and for Monica The Label to be able to maintain and maintain digital marketing and product quality that has been achieved and can help and support in improving purchasing decisions to generate good sales. maximum.

Suggestions for future researchers are expected to be able to add other variables, take a better approach to prospective respondents so that respondents' indifference does not occur and can distribute questionnaires through printed media to respondents or conduct interviews in person.

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