

IMPACT OF DIGITAL MARKETING ON PURCHASE INTENTION (STUDY ON JAMBI TRADITIONAL CAKES)

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ABSTRACT

The proliferation of outlets for processed food products and foreign food at this time has made special food products in the form of traditional cakes less desirable. For example, there are fewer outlets selling traditional Jambi cakes. This study tries to answer how the impact of digital marketing on purchase intention on traditional Jambi cakes with digital marketing as the independent variable and purchase intention as the dependent variable. This study uses a quantitative approach with a total of 100 processed questionnaires. The results show that digital marketing does not have a positive effect on Purchase Intention on traditional Jambi cakes, so it can be concluded that consumers buy traditional cakes more because of the values and habits implied in the traditional cakes

KEYWORDS: Digital Marketing, Purchase Intention and Traditional Food



Introduction

Advances in technology are currently having a very strong impact on the entire industry, especially coupled with the COVID-19 pandemic that occurred at the beginning of 2020 resulting in increased use of technology, especially the internet. At the time of the covid pandemic, it was also felt how an effort to cook products using digital technology became a solution and has been used until now.

The current cake phenomenon developed by Selegram using the Intagram application makes something new and trendy during the covid 19 pandemic. In one easy step, consumers can have an impact on the current cake that is consumed, both in the form of taste and also the quality of the cake. According to Rafif (2021) and Putri (2021), this is a phenomenon in forming interactions between consumers and owners in other words, namely Purchasing intention in the Covid-19 condition.

Seeing this phenomenon, there is a traditional food or cake typical of an area such as Jambi that is not marketed through digital marketing using the Instagram application so that at the end of 2020 there will be several intragram accounts that do marketing through digital marketing of traditional Jambi cakes. Seeing this phenomenon, researchers are interested in conducting further research on digital marketing and purchase intention on traditional Jambi cakes by involving service quality indicators in digital marketing variables.

Study of literature

Digital Marketing

According to Saifuddin, M. (2021) Digital marketing is the use of the internet and the use of other interactive technologies to create and link information between companies and identified consumers, similar things are also said by (Hisam sam, 2018) and Saputro, A. (2018) Furthermore, the definition of digital marketing can also be said that internet or digital marketing can be in the form of web sites, search engine marketing, web banners, social networking, viral marketing, e-mail marketing and affiliate marketing (Salya, 2010: 4 in Ulil Azmi, 2016).

Purchase Intention

Purchase intention is used to evaluate the possibility of buying a product. Higher purchase intentions indicate increased willingness in product buyers. Purchase intention directly affects the company's revenue and profitability. Therefore, the significance of purchase intention as an outcome variable of interest in this paper is clear. Thus, customer purchase intention is included as the main dependent variable in the research model (Chang, Hsu, Chen, & Kuo, 2019). According to Spears and Singhs (Liu, 2001), purchase intention is an individual's planning as a desire to buy a product. Furthermore, Howard and Sheth (Aw, Xi, Teoh, & Cheng, 2017), define purchase intention as the possibility that individual consumers have plans to purchase certain products.

Method

The research method used in this study is a quantitative descriptive method. Quantitative research is a research method based on positivism, which is used to examine certain populations or samples, collecting data using research instruments and statistical data with the aim of testing the established hypothesis. The research method explains the relationship between influencing and being influenced by the variables to be studied. Using a quantitative approach because the data that will be used to analyze the relationship between variables is expressed by numbers or a numerical scale, with digital marketing as the independent variable and purchase intention as the dependent variable.

Result

Based on the results of respondents' answers, then further analysis is carried out to answer the formulation of the problem in this study. As for the results of data processing carried out with SPSS to examine the extent of the influence of the independent variables on the dependent variable, multiple linear regression analysis was carried out with the following results:

Table 1 Results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	16,879	1,656		10,194	,000	
1	X1	,454	,246	,230	1,845	,068
	X2	-,152	,184	-,096	-,828	,410
	X3	-,361	,191	-,237	-1,894	,061
	X4	,590	,295	,281	1,998	0.049
	X5	-,309	,212	-,172	-1,459	,148

a. Dependent Variable: Y

From the table above, it can be obtained the value of the constant parameter and the value of the estimator parameter to complete the regression model that has been formulated previously. The multiple linear regression equations formed from the results of the calculations in the table above are as follows:

Based on the linear regression equation above, it can be interpreted as follows:

$$Y = 16,879 + 0,454 X_1 - 0,152X_2 - 0,361X_3 + 0,590X_4 - 0,309 X_5 + e \dots\dots\dots (1)$$

1. The magnitude of the constant in the equation is 16.879, which means that if there is no influence of the independent variable, namely from digital marketing which consists of tangibles, reliability, responsiveness, assurance and empathy that affect purchase intention, it will be worth 16.879. This means that consumers will continue to consume traditional Jambi cakes.

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2. The X1 regression coefficient (tangible) is 0.454. This means that every time there is an increase in the tangible variable by one unit, the purchase intention will increase by 0.454.
3. The regression coefficient of X2 (Reliability) is negative 0.152. This means that every time there is an increase in the Reliability variable by one unit, the purchase intention will decrease by 0.152.
4. The X3 regression coefficient (Responsiveness) is negative 0.361. This means that every time there is an increase in the Responsiveness variable by one unit, the purchase intention will decrease by 0.361.
5. The X4 regression coefficient (Assurance) is 0.590. This means that every time there is an increase in the Reliability variable by one unit, the purchase intention will increase by 0.590.
6. The X5 regression coefficient (Empathy) is negative 0.309. This means that every time there is an increase in the Empathy variable by one unit, the purchase intention will decrease by 0.309.

Furthermore, the F statistical test was carried out. This test was conducted to determine whether all the independent variables in this study had a joint effect on the dependent variable. The test results can be seen in the following table:

Table 2 F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34,129	5	6,826	2.038	.001 ^b
Residual	301,496	90	3,350		
Total	335,625	95			

Based on the table above, it can be seen that the calculated F value in this research model is 2.038 with an F significance value of 0.001 meaning that the P value < . With a significant level of = 5%, the p-value (0.001) is smaller. So it can be concluded that there is a statistically significant effect between digital marketing variables, namely tangible, reliability, responsiveness, assurance and empathy on the purchase intention of Jambi traditional cakes. To measure how far the regression model's ability to explain the variation of the dependent variable is, the t statistic test is carried out. The test results are as follows:

Table 3 Statistical Test Results t

Model	t	Sig.
	(Constant)	,000
1	X1	,068
	X2	,410
	X3	,061
	X4	0.049
	X5	,148

Source: SPSS output

Discussion

Based on the table above, it can be explained that the tangible variable (X1) has no significant effect on consumer satisfaction. From the results of the tests carried out, the X1 value obtained is 0.068 which is greater than the value of = 5%. Reliability independent variable (X2) also has no significant effect on consumer satisfaction. From the results of the tests carried out, the X2 value obtained is 0.410 which is greater than the value of = 5%. Responsiveness variable (X3) has no significant effect on purchase intention. From the results of the tests carried out, the X3 value obtained is 0.061 which is greater than the value of = 5%. Assurance variable (X4) has a significant effect on consumer satisfaction. From the results of the tests carried out, the X4 value obtained is 0.049 which is less than the value of = 5%. The X5 variable, namely Empathy, has no significant effect on consumer satisfaction. From the results of the tests carried out, the X5 value obtained is 0.148 which is greater than the value of = 5%.

Conclusion

Based on the problem formulation and research results, it is concluded that digital marketing does not have a positive effect on Purchase Intention on traditional Jambi cakes, with a significance level of 5%. In addition, it can also be concluded that consumers buy traditional cakes more because of the values and habits implied in these traditional cakes.

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