

The Effect of Online Marketing Strategy and Customer Satisfaction on Purchasing Decisions of a Frozen Food SME in Indonesia

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Abstract

This study analyzes the effect of online marketing strategy and customer satisfaction on purchasing decisions at Cahaya Frozeen Food, a frozen food SME in Central Lampung, Indonesia. A quantitative approach was employed using a survey of 100 consumers selected through the Lemeshow formula. Data were collected using a Likert-scale questionnaire and analyzed with multiple linear regression. The findings indicate that online marketing strategy has a positive and significant effect on purchasing decisions. Customer satisfaction also shows a positive and significant influence on purchasing decisions. Simultaneously, both variables significantly affect purchasing decisions, with a coefficient of determination (R^2) of 0.749. These results suggest that optimizing online marketing activities and improving customer satisfaction are essential for increasing purchasing decisions among SME consumers.

Key words: online marketing strategy, customer satisfaction, purchasing decision, SME

INTRODUCTION

The rapid development of digital technology has significantly transformed business practices and consumer behavior, particularly in the marketing activities of small and medium-sized enterprises (SMEs). Traditional marketing methods are increasingly being replaced by online marketing through digital platforms such as social media and instant messaging applications. This shift enables businesses to reach wider markets, communicate more efficiently with consumers, and reduce operational costs. For SMEs, online marketing

has become a strategic tool to enhance competitiveness and sustain business growth in a highly dynamic market environment.

Online marketing strategies allow businesses to promote products, provide information, and interact directly with consumers through digital channels. Effective online marketing not only increases brand visibility but also influences consumers' perceptions and purchasing decisions. Previous studies have shown that online marketing activities, such as social media promotion and digital advertising, positively affect consumer purchasing decisions by improving access to information and strengthening consumer trust. However, the effectiveness of online marketing strategies largely depends on how well businesses understand consumer needs and manage customer relationships.

In addition to online marketing strategy, customer satisfaction plays a crucial role in shaping purchasing decisions. Customer satisfaction arises when consumers perceive that product quality, service performance, and overall shopping experience meet or exceed their expectations. Satisfied customers are more likely to make repeat purchases, recommend products to others, and develop long-term loyalty toward a brand. In the context of SMEs, maintaining customer satisfaction is essential, as it directly contributes to business sustainability and competitive advantage.

Cahaya Frozeen Food, a frozen food SME located in Central Lampung, Indonesia, utilizes online platforms such as Instagram and WhatsApp to promote its products and communicate with consumers. Despite the growing use of online marketing, SMEs often face challenges in optimizing digital strategies and ensuring consistent customer satisfaction. Most previous studies focus on large companies or urban-based businesses, creating a research gap regarding the combined influence of online marketing strategy and customer satisfaction on purchasing decisions in local SMEs. Therefore, this study aims to analyze the effect of online marketing strategy and customer satisfaction on purchasing decisions at Cahaya Frozeen Food, providing empirical evidence and practical insights for SME development in the digital era.

LITERATURE ANALYSIS AND METHODOLOGY

Literature Analysis

Online marketing strategy has become an essential component of modern business practices, particularly for small and medium-sized enterprises (SMEs). Online marketing refers to marketing activities conducted through digital platforms such as social media, websites, and instant messaging applications to promote products, communicate with consumers, and facilitate transactions. According to Kotler and Keller, online marketing enables firms to deliver value to consumers more efficiently by providing timely information,

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interactive communication, and personalized promotional content. Effective online marketing strategies improve brand visibility, build consumer trust, and influence purchasing decisions.

Previous studies indicate that online marketing activities, including content marketing, social media engagement, and online advertising, have a positive and significant impact on purchasing decisions. Digital platforms allow consumers to access product information easily, compare alternatives, and form purchase intentions based on visual content, reviews, and promotions. In the SME context, consistent and interactive online marketing plays a crucial role in attracting consumers and increasing sales performance.

Customer satisfaction is another key factor influencing purchasing decisions. Customer satisfaction is defined as a consumer's overall evaluation of a product or service based on the comparison between expectations and perceived performance. When consumers feel satisfied with product quality, service responsiveness, and value received, they are more likely to make repeat purchases and develop loyalty. Several studies have confirmed that customer satisfaction has a significant positive effect on purchasing decisions, particularly in the food and retail sectors.

Purchasing decision represents the final stage of the consumer decision-making process, which includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the digital era, purchasing decisions are increasingly influenced by online information, social media interactions, and previous consumption experiences. Based on the theoretical framework and empirical findings, this study proposes that online marketing strategy and customer satisfaction have both individual and simultaneous effects on purchasing decisions.

METHODOLOGY

This study employs a quantitative research approach with an associative design to examine the relationship between online marketing strategy, customer satisfaction, and purchasing decisions. The research object is Cahaya Frozeen Food, a frozen food SME located in Central Lampung, Indonesia. The population consists of all consumers who have purchased products from Cahaya Frozeen Food. A total of 100 respondents were selected as samples using the Lemeshow formula.

Data were collected through a structured questionnaire distributed to consumers, using a five-point Likert scale ranging from strongly disagree to strongly agree. The variables analyzed in this study include online marketing strategy (X_1), customer satisfaction (X_2), and purchasing decision (Y). Online marketing strategy was measured through indicators such as content marketing, social media engagement, and online advertising. Customer

satisfaction was measured based on product quality, service quality, and consumer trust, while purchasing decision was assessed through indicators related to purchase intention and post-purchase behavior.

The data analysis technique used was multiple linear regression, supported by validity tests, reliability tests, t-tests, and F-tests. The analysis was conducted using statistical software to determine the partial and simultaneous effects of online marketing strategy and customer satisfaction on purchasing decisions.

RESEARCH AND RESULTS

Cahaya Frozeen Food is a small and medium-sized enterprise (SME) operating in the frozen food retail sector in Central Lampung, Indonesia. The business focuses on providing various frozen food products such as meatballs, nuggets, and sausages to meet local consumer demand. As a local SME, Cahaya Frozeen Food serves household consumers and small food businesses by offering practical, ready-to-cook food products with competitive pricing.

The business is located in Pasar Candi Rejo, Way Pengubuan District, Central Lampung, which is strategically accessible to the surrounding community. This location allows the enterprise to reach consumers efficiently while supporting daily distribution and direct sales. In its operations, Cahaya Frozeen Food emphasizes product quality, hygiene, and service reliability as part of its commitment to maintaining customer satisfaction.

To support business development, Cahaya Frozeen Food utilizes digital platforms such as Instagram and WhatsApp for product promotion, customer communication, and order processing. This digital marketing approach aligns with the business objective of expanding market reach and improving purchasing decisions through effective online marketing strategies and consistent customer satisfaction.

Descriptive Analysis of Respondents

This section presents the demographic characteristics of respondents involved in the study, including age and gender. A total of 100 respondents participated in the survey.

Tabel 1. Age Distribution of Respondents

Age Group (Years)	Frequency	Percentage (%)
16-20	9	8.9
21-25	82	81.2
26-30	6	5.9

31-35	2	2.0
>35	1	1.0
Total	100	100.0

Source: Processed primary data (2026)

The age distribution shows that the majority of respondents are between 21 and 25 years old, accounting for 81.2% of the total sample. This indicates that most respondents belong to the early adult age group, which is generally considered a productive and digitally active segment. Other age groups represent a smaller proportion of the sample, suggesting that purchasing activities for frozen food products are predominantly driven by young adult consumers.

Tabel 2. Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	19	18.8
Female	81	80.2
Total	100	100.0

Source: Processed primary data (2026)

The gender distribution indicates that female respondents dominate the sample, representing 80.2% of the total respondents. This finding suggests that female consumers play a more significant role in purchasing frozen food products, which may be related to household consumption patterns and purchasing responsibilities.

Validity Test

The validity test was conducted to ensure that each measurement item accurately represents the research variables. The results indicate that all items used to measure online marketing strategy, customer satisfaction, and purchasing decisions have correlation coefficients exceeding the minimum threshold, confirming that all indicators are valid.

Tabel 3. Validity Test Results

<i>Variable</i>	<i>Item</i>	<i>r-value</i>	<i>Result</i>
<i>Online Marketing Strategy (X₁)</i>	X1.1	0.622	Valid
	X1.2	0.560	Valid
	X1.3	0.595	Valid

	X1.4	0.657	Valid
	X1.5	0.663	Valid
<i>Customer Satisfaction (X₂)</i>	X2.1	0.636	Valid
	X2.2	0.600	Valid
	X2.3	0.594	Valid
	X2.4	0.604	Valid
	X2.5	0.608	Valid
<i>Purchasing Decision (Y)</i>	Y1	0.651	Valid
	Y2	0.522	Valid
	Y3	0.636	Valid
	Y4	0.647	Valid
	Y5	0.653	Valid

Source: Processed primary data (2026)

Reliability Test

The reliability of the research instrument was tested using Cronbach's Alpha to assess internal consistency. The results of the reliability test are presented in Table 4

Tabel 4. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	15

Source: Processed primary data (2026)

Based on Table 4, the Cronbach's Alpha value is 0.884, which exceeds the minimum acceptable threshold of 0.60. This result indicates that the measurement instrument has a high level of internal consistency. Therefore, all questionnaire items are considered reliable and suitable for further statistical analysis.

Classical Assumption Tests

Multicollinearity Test

The multicollinearity test was conducted to examine the correlation among independent variables using tolerance and Variance Inflation Factor (VIF) values. The results are presented in Table 5

Tabel 5. Multicollinearity Test Results

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Total_X2, Total_X1 ^b	.	Enter
a. Dependent Variable: Total_Y			
b. All requested variables entered.			
Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Total_X1	.424	2.361
	Total_X2	.424	2.361
a. Dependent Variable: Total_Y			

Source: Processed primary data (2026)

Based on the multicollinearity test results, the tolerance values for all independent variables exceed 0.10 and the VIF values are below 10. This indicates that multicollinearity is not present among the independent variables, and the regression model meets the multicollinearity assumption.

Normality Test

Tabel 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1084110661
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.068
Test Statistic		.078
Asymp. Sig. (2-tailed)		.140 ^c
a. Test distribution is Normal.		
b. Calculated from data.		

c. Lilliefors Significance Correction.

Source: Processed primary data (2026)

Based on the One-Sample Kolmogorov–Smirnov test results, the Asymp. Sig. (2-tailed) value is 0.140, which is greater than the significance level of 0.05. This indicates that the regression residuals are normally distributed, and the normality assumption required for further regression analysis is satisfied.

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser method, with the absolute residuals (ABS_RES) as the dependent variable. The results are presented in Table 7

Tabel 7. Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.073	.785		2.641	.010
Total_X1	-.019	.051	-.059	-.381	.704
Total_X2	-.038	.051	-.115	-.740	.461

a. Dependent Variable: ABS_RES

Source: Processed primary data (2026)

Based on the Glejser test results, the significance values for all independent variables are greater than 0.05. This indicates that heteroscedasticity is not present in the regression model, and the assumption of homoscedasticity is satisfied.

Linearity Test

Tabel 8. Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Total_X1	Between Groups	(Com-bined)	357.608	8	44.701	38.364	<.001
		Linearity	329.566	1	329.566	282.845	<.001

		Deviation from Linearity	28.048	7	4.006	3.438	.003
	Within Groups		106.032	91	1.165		
	Total		463.640	99			

			Sum of Squares	df	Mean Square	F	Sig.
Total_Y * Total_X2	Between Groups	(Combined)	327.750	7	46.536	31.048	<.001
		Linearity	273.004	1	273.004	182.147	<.001
		Deviation from Linearity	52.746	6	8.791	5.865	<.001
	Within Groups		140.619	92	1.499		
	Total		466.524	99			

Source: Processed primary data (2026)

Based on the linearity test results, the significance values of deviation from linearity for the relationships between online marketing strategy and purchasing decision (Sig. = 0.003) and between consumer satisfaction and purchasing decision (Sig. = 0.000) are both below 0.05. This indicates that the relationships between the independent variables and the dependent variable are not strictly linear.

Multiple Linear Regression Analysis

The multiple linear regression analysis was conducted to examine the effect of online marketing strategy and consumer satisfaction on purchasing decisions. The regression results are presented in Table

Tabel 9. Multiple Linear Regression Results

Coefficients ^a					
Model	Unstandardized Coef- ficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.894	1.202		1.576	.118

Total_X1	.616	.078	.615	7.869	.000
Total_X2	.301	.078	.300	3.843	.000
a. Dependent Variable: Total_Y					

Source: Processed primary data (2026)

Based on the regression results, the estimated regression equation is expressed as follows:

$$Y = 1.894 + 0.616X_1 + 0.301X_2$$

The regression results indicate that online marketing strategy has a positive and significant effect on purchasing decisions ($\beta = 0.616$, $p < 0.05$). Consumer satisfaction also shows a positive and significant effect on purchasing decisions ($\beta = 0.301$, $p < 0.05$). These findings suggest that improvements in online marketing strategy and consumer satisfaction contribute to higher purchasing decisions.

Model Fit Test (F-Test)

The F-test was conducted to examine whether the independent variables jointly influence the dependent variable. The results of the F-test are presented in Table 10

Tabel 10. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	347.286	2	173.643	144.759	.000 ^b
	Residual	116.354	97	1.200		
	Total	463.640	99			
a. Dependent Variable: Total_Y						
b. Predictors: (Constant), Total_X2, Total_X1						

Source: Processed primary data (2026)

Based on the F-test results, the significance value is **0.000**, which is below the 0.05 significance level. This indicates that online marketing strategy and consumer satisfaction simultaneously have a significant effect on purchasing decisions, confirming that the regression model is statistically valid.

Coefficient of Determination (R^2)

The coefficient of determination was used to assess the explanatory power of the regression model. The results are shown in Table 11.

Tabel 11. Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 a	.749	.744	1.09523
a. Predictors: (Constant), Total_X2, Total_X1				
b. Dependent Variable: Total_Y				

Source: Processed primary data (2026)

The R Square value of 0.749 indicates that 74.9% of the variation in purchasing decisions can be explained by online marketing strategy and consumer satisfaction. The remaining 25.1% is influenced by other factors not included in this model.

Hypothesis Testing (t-Test)

Tabel 12. t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.894	1.202		1.576	.118
	Total_X1	.616	.078	.615	7.869	.000
	Total_X2	.301	.078	.300	3.843	.000
a. Dependent Variable: Total_Y						

Source: Processed primary data (2026)

The t-test results indicate that online marketing strategy has a positive and significant effect on purchasing decisions ($t = 7.869$, $p < 0.05$). Consumer satisfaction also has a positive and significant effect on purchasing decisions ($t = 3.843$, $p < 0.05$). These findings support the proposed hypotheses that both variables individually influence purchasing decisions.

CONCLUSION AND RECOMMENDATIONS

In conclusion, this study shows that online marketing strategy has a positive and significant effect on purchasing decisions at Cahaya Frozeen Food in Central Lampung. Effective use of online marketing platforms, supported by consistent promotional activities and engaging digital content, contributes to higher consumer purchasing decisions. These findings indicate that digital marketing plays an important role in influencing consumer behavior, particularly for small and medium-sized enterprises in the frozen food sector.

In addition, the results confirm that consumer satisfaction has a positive and significant influence on purchasing decisions. Consumers who experience satisfaction through product quality, appropriate packaging, and responsive service are more likely to make purchasing decisions and maintain loyalty. This highlights the importance of aligning marketing strategies with customer-oriented practices to strengthen purchasing outcomes and ensure business sustainability.

Based on these conclusions, it is recommended that business owners continue to optimize their online marketing strategies by improving content quality, maintaining promotional consistency, and maximizing the use of social media features to enhance consumer engagement. Furthermore, efforts to maintain and improve consumer satisfaction should be carried out through continuous improvements in product quality, attractive and hygienic packaging, and fast, friendly service. Regular evaluation of consumer feedback is also essential to sustain customer loyalty.

For future research, it is recommended to include additional variables such as price perception, product quality, consumer trust, and brand image in order to provide a more comprehensive understanding of purchasing decisions. Expanding the number of respondents and research locations is also suggested to improve the generalizability of the findings.

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