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The Influence Of Digital Marketing And Service Quality On Purchasing Decisions For Tembe Nggoli In Wera District

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Abstract

This study aims to determine the effect of digital marketing and service quality on purchasing decisions for Tembe Nggoli products in Wera District. The research uses a quantitative approach with data collected through questionnaires distributed to consumers. The data were analyzed using multiple linear regression analysis. The results show that digital marketing and service quality have a positive and significant effect on purchasing decisions, both partially and simultaneously. These findings indicate that effective digital marketing strategies and high-quality services can increase consumer interest and encourage purchasing decisions for Tembe Nggoli products in Wera District.

Keywords:*Digital Marketing, Service Quality, Purchase Decision,* Tembe Nggoli.

INTRODUCTION

The development of information and communication technology in the era of globalization has brought significant changes in various aspects of life, especially in the fields of business and marketing. The advancement of the internet and social media has caused traditional marketing patterns to shift toward digital marketing. Digital marketing has become a widely used strategy among business actors because it can reach consumers broadly, quickly, effectively, and efficiently. Through digital platforms such as Instagram, Facebook, WhatsApp, TikTok, and marketplaces, business actors can introduce their products, build communication with customers, and increase consumer purchasing interest.

According to La Jejen and La Sudarman (2024), digital marketing is a marketing strategy that has a positive and significant influence on consumer purchasing decisions because product information can be delivered in a more attractive and easily accessible way to the public. In addition, research by Tiara Januarsisti, Puji Isyanto, and Neni

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Sumarni (2024) also states that digital marketing has a positive effect on purchasing decisions as it can increase consumer interest and trust in a product or service.

In addition to digital marketing, service quality is also an important factor influencing consumer purchasing decisions. Service quality refers to the ability of business actors to provide satisfying services in accordance with customer needs and expectations. Good service—such as friendliness, responsiveness, effective communication, timeliness, and the ability to understand consumer needs—can create customer satisfaction and encourage consumers to make purchases. According to Ahmad Sudrajat and Aris Ariyanto (2025), service quality has a positive and significant influence on purchasing decisions because consumers tend to choose businesses that provide the best and most satisfying services. Another study by Kimiko Alberta Wibowo et al. (2024) also explains that service quality has a substantial effect on consumer purchasing decisions, as good service can enhance customer comfort and loyalty.

Purchasing decisions are actions taken by consumers in choosing and buying a product after going through various stages, starting from need recognition, information search, evaluation of alternatives, to the final purchase decision. In increasingly competitive business conditions, business actors are required to understand the factors influencing purchasing decisions in order to sustain their business and increase product sales. Currently, consumers tend to seek product information through digital media before making purchases, making the use of digital marketing and the improvement of service quality very important for business actors. Most Tembe Nggoli business actors in Wera District still use traditional marketing methods, which limit their market reach. In fact, the use of digital marketing can help expand the market beyond the region and even internationally. In addition, good service quality is also necessary to improve customer satisfaction, including in communication, ordering, delivery, and after-sales service. With effective digital marketing and good service quality, it is expected that consumer purchasing decisions for Tembe Nggoli products will increase.

Objectives

Digital marketing (X1)

Digital marketing is a marketing activity that utilizes digital media such as websites, social media, email, and other online platforms to reach consumers more effectively. Digital marketing emphasizes the ability of interactivity, message personalization, and wide reach in real time. According to Kotler and Keller (2021), digital marketing is a

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marketing activity that uses the internet and digital technology to communicate with consumers and promote products or services interactively.

According to Novendra et al. (2024), digital marketing is a marketing strategy that uses various digital platforms such as social media, websites, search engines, and mobile devices to reach consumers and enhance customer relationships. According to Angela et al. (2024), digital marketing is a marketing activity that utilizes digital media to introduce products, provide information to consumers, and increase the likelihood of sales transactions.

The indicators of digital marketing according to Yazer Nasdini (as cited in Aryani, 2021) are accessibility, interactivity, entertainment, credibility, and informativeness.*accessibility* (aksesibilitas) Accessibility adalah kemampuan bagi pengguna untuk mengakses informasi dan layanan yang diberikan secara daring, termasuk dalam konteks periklanan. Istilah aksesibilitas biasanya terkait dengan cara di mana pengguna dapat mengakses situs media sosial.

a. Interactivity
   Interactivity refers to the level of two-way communication that reflects the responsiveness between advertisers and consumers, as well as the ability to respond to received input.
b. Entertainment
   Entertainment refers to the ability of advertising to provide enjoyment or amusement to consumers. In general, many advertisements offer entertainment while also delivering informational messages.
c. Credibility
   Credibility refers to the level of consumer trust in online advertising, or how much an advertisement is trusted in providing information that is considered reliable, unbiased, competent, credible, and clearly defined.
d. Informativeness
   Informativeness refers to the ability of an advertisement to provide information to consumers as the core function of advertising itself. In addition, advertisements should present an accurate description of a product in order to provide economic benefits to consumers.

Service Quality (X2)

Service quality is the ability of a company to provide services that meet or exceed customer expectations.

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According to Kotler and Keller (2021), service quality is the comparison between the service received by customers and their expectations of that service. According to Purnawan et al. (2024), service quality is a customer evaluation of a company's service performance in meeting consumer needs and desires on an ongoing basis. According to Ertanto (2024), service quality is the consumer's assessment of the gap between the expected service and the service actually received by customers.

Based on the SERVQUAL concept by Parasuraman, Zeithaml, and Berry (commonly used in recent research), service quality is the ability of service providers to meet customer needs and expectations through consistent and satisfying service attributes.

The five indicators of service quality are:

a.**Tangibles**

Tangibles refer to the physical condition of the business premises, cleanliness, and neatness that can be directly observed by consumers.

b.**Reliability**

Reliability is the ability to provide services as promised accurately and consistently.

c.**Responsiveness**

Responsiveness refers to the willingness of business actors to assist consumers and provide prompt service.

d.**Assurance**

Assurance refers to the knowledge, courtesy, and ability of business actors to build trust and a sense of security among consumers.

e.**Empathy**

Empathy refers to providing personal attention and service to consumers, including friendliness and concern for their needs.

Purchasing Decision (Y)

According to Kotler and Armstrong (2018), a purchasing decision is the act of buying the most preferred brand among various available alternatives. However, two factors can intervene between purchase intention and the actual purchasing decision. The first factor is the attitudes of others, and the second is situational factors. Therefore, preferences and purchase intentions do not always result in actual purchases. According to them, the purchasing decision is a stage in the buyer decision-making process where consumers actually make a purchase. Ibrahim and Arifuddin (2022) state that consumer purchasing decisions are essentially a problem-solving process. Most consumers,

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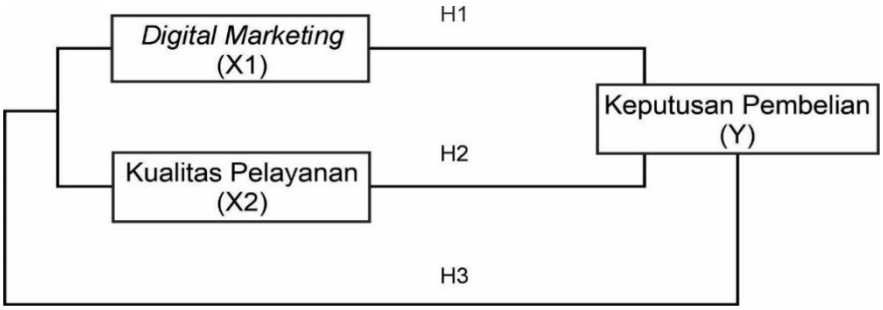
whether individual buyers or organizational purchasers, go through a similar mental process in deciding which product and brand to buy.

The indicators used to measure purchasing decisions (Repi et al., 2022) are:

a. Need Recognition Stage
   This is the first stage in the buyer decision-making process where consumers recognize a problem or need.
b. Information Search
   This is the stage in the decision-making process where consumers become interested in seeking more information.
c. Evaluation of Alternatives
   This is the stage in the buyer decision-making process where consumers use information to evaluate alternative brands within a set of choices.
d. Purchase Decision
   This is the stage in the buyer decision-making process where consumers actually purchase the product.
e. Post-Purchase Behavior
   This is the stage in the buyer decision-making process where consumers take further actions after the purchase based on their level of satisfaction or dissatisfaction.

RESEARCH METODOLOGY

A conceptual framework is a conceptual model that explains how theories are related to various factors that have been identified as important problems (Sugiyono, 2020). The conceptual framework describes the pattern of relationships between the variables being studied, namely the relationship between independent variables (X) and the dependent variable (Y).



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Classical Assumption Test

Normality Test

The normality test of the regression residuals for two independent variables on Purchasing Decisions can be seen in the table below:

Tabel 4.3
Gambar Uji Normalitas

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			75
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		4.47988873
Most Extreme Differences	Absolute		.056
	Positive		.050
	Negative		-.056
Test Statistic			.056
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.805
	99% Confidence Interval	Lower Bound	.795
		Upper Bound	.815
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.			

Source: Processed Primary Data, 2026

Based on the Kolmogorov–Smirnov test, a significance value of 0.200 > 0.05 was obtained, meaning that the normality assumption is satisfied.

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Multicollinearity Test

To detect whether multicollinearity is present, the Tolerance value and the Variance Inflation Factor (VIF) can be examined. If the Tolerance value is > 0.10 and the VIF is < 10, this indicates the absence of multicollinearity. The multicollinearity assumption test can be seen in Table 4.4 as follows.

Tabel 4.4
Multicollinearity Test

Coefficients[a]				
Model			Collinearity statistics	
			Tolerance	Vif
1	(constant)			
	Digital Marketing		.997	1.003
	Service Quality		.997	1.003
A. Dependent Variable: Purchase Decision				

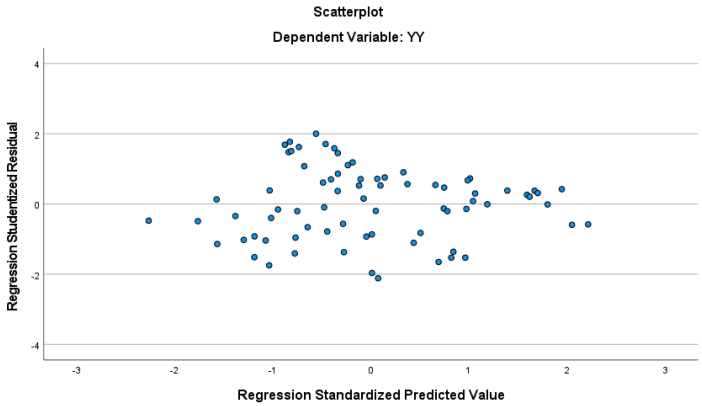
Based on the calculation results shown in Table 4.3, the independent variables indicate that the Tolerance value for Digital Marketing (X1) is 0.972 > 0.10 and the VIF is 1.003 < 10, while the Tolerance value for Service Quality (X2) is 0.972 > 0.10 and the VIF is 1.003 < 10. Therefore, it can be concluded from the data testing that there is no multicollinearity.

Heteroskedasticity Test

The results of the heteroskedasticity test can be seen in Figure 4.1 as follows:

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Results of Figure 4.

Heteroskedasticity Assumption Test

Based on Figure 4.1 above, it can be seen that the plotted points do not form any specific pattern and tend to be scattered around the Y = 0 axis. Therefore, it can be concluded that heteroskedasticity does not occur.

Autokorelation Test

a. The test for the presence or absence of autocorrelation in the regression of the dependent variable is conducted by examining the Durbin–Watson (DW). statistic. Autokorelation Test Results Based on the output from SPSS Version 27.0, the Durbin–Watson test can be seen in Table 4.5, the summary of Durbin–Watson, as follows.

Tabel 4.5

Durbin Watson	Dl	DU	4-du	Description
2.001	1.5709	1.6802	2.3198	There is no positive or negative autocorrelation.

Source: Processed Data, 2026

Based on the data in the table above, the Durbin–Watson value in the Model Summary is 2.001. Referring to the Durbin–Watson test criteria (case 5), where if du < d

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< 4 – du, it can be concluded that there is no negative or positive autocorrelation. Therefore, since 1.6802 < 2.001 < 2.3198, there is no autocorrelation.

Multiple Linear Regression

Based on the results of data processing using SPSS version 27.0, the following results were obtained:

Tabel 4.6
Multiple Linear Regression

Coefficients[a]						
Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. Error	Beta		
	(constant)	-51.838	2.792		18.567	.000
	Digital Marketing	.065	.053	.116	1.212	.230
	Service Quality	1.298	.050	.571	5.987	.000
A. Dependent variable: Purchase Decision						

Thus, the multiple regression model that can be obtained from the data above is as follows:

Based on the equation above, it is known that the constant value is 51.838, and Digital Marketing (X1) = 0.065, while Service Quality (X2) = 1.298

$$\mathbf{Y = a + b_1 X_1 + b_2 X_2}$$

$$\mathbf{Y = -51.838 + 0.065 X_1 + 1.298X_2}$$

The equation can be interpreted as follows:

a. A constant of -51.838 indicates that when the values of Digital Marketing and Service Quality are zero, the Purchase Decision is -51.838. “The regression coefficient of Digital Marketing (X1) of 0.065 indicates that every increase by one unit of 0.065, the Purchase Decision value increases by 0.065, assuming the other variables remain constant.
b. The regression coefficient of Service Quality (X2) of 1.298 indicates that for every one-unit increase, the Purchase Decision value increases by 1.298, assuming the other variables remain constant.

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Multiple Correlation Coedffient

Based on the results of data processing using SPSS version 27.0, the following results were obtained :

Tabel 4.7
Koefisien Korelasi

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589[a]	.346	.328	4.542	2.001
a. Predictors: (Constant), Service Quality, Digital Marketing					
b. Dependent Variable: Purchase Decision					

Multiple Correlation Coefficient

Based on the results of data processing using SPSS version 27.0, the following results were obtained:

Tabel 4.8
Kooefisien Korelasi sebagai berikut :

Internal kooefisien	Level of Relationship
0,00 - 0,199	Sangat Rendah
0,20 – 0,399	Very Low
0,40 – 0,599	Sedang
0,60 – 0,799	Low, Moderate
0,80 – 1,000	Very Strong

Based on the results of data processing using SPSS version 27.0, a correlation value of 0.589 was obtained. To determine the level of relationship between Digital Marketing (X1), Service Quality (X2), and Purchase Decision (Y), it is categorized as low.

Coefficient of Determination

In correlation analysis, there is a value known as the coefficient of determination, often referred to as the determining coefficient, because its magnitude is the square of the correlation coefficient (r).

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Table 4.9
Coefficient of Determination

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589[a]	.346	.328	4.542	2.001
a. Predictors: (Constant), Service Quality, Digital Marketing					
b. Dependent Variable: Purchase Decision					

Based on the results of data processing using SPSS version 27.0 in Table 4.8 above, the coefficient of determination obtained is 0.346. This test indicates that Digital Marketing (X1) and Service Quality (X2) influence Purchase Decision (Y) by 34.6%, while the remaining 65.4% is influenced by other variables outside those examined in this study.

Significance Test
t-test (t-statistic test)

Based on the SPSS 27.0 output results, the t-test in this study can be seen in Table 4.10 as follows :

Tabel 4.10
Uji t-statistik

Coefficients[a]						
Model		Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std.Error	Beta		
	(constant)	-51.838	2.792		18.567	.000
	Digital Marketing	.065	.053	.116	1.212	.230
	Kualitas Pelayanan	1.298	.050	.571	5.987	.000
A. Dependent Variable: Purchase Decision						

H1 = *Digital Marketing has a significant effect on the purchase decision of Tembe Nggoli products in Wera District.*

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Based on the SPSS version 27.0 output above, the t-value for Digital Marketing (X1) is 1.212, with degrees of freedom (df) = n − 2 or 75 − 2 = 73. Thus, the t-table value is 1.66600. Since the t-count is smaller than the t-table (1.212 < 1.66123), and the significance value is 0.230 > 0.05, the hypothesis stating that Digital Marketing has no significant effect on the purchase decision of Tembe Nggoli in Wera District is accepted (H1 is rejected). These research findings are consistent with the study conducted by Romdoni et al. (2024), which states that there is no significant effect of Digital Marketing on purchase decisions.

H2 = Service Quality has a significant effect on the purchase decision of Tembe Nggoli products in Wera District.

Based on the SPSS version 27.0 output above, the t-value for Service Quality (X2) is 5.987, with degrees of freedom (df) = n − 2 or 75 − 2 = 73. Thus, the t-table value is 1.66600. Since the t-count is greater than the t-table (5.987 > 1.66600), and the significance value is 0.000 < 0.05, the hypothesis stating that Service Quality has a significant effect on the purchase decision of Tembe Nggoli in Wera District is accepted (H2 is accepted). These research findings are consistent with the study conducted by Heri Erlangga et al. (2021), which states that there is a significant effect of Service Quality on purchase decisions.

F-test (F-statistic)

The summary of the SPSS 27.0 output for examining the F-test in this study can be seen in Table 4.11 as follows.

Tabel 4.11
Uji F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	787.079	2	393.539	19.079	.000[b]
	Residual	1485.136	72	20.627		
	Total	2272.215	74			
A. Dependent Variable: Purchase Decision						

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B. Predictors: (constant), Digital Marketing, Service Quality

H3 = *Digital Marketing and Service Quality simultaneously influence the purchase decision of Tembe Nggoli products in Wera District.*

Based on the results of data processing using SPSS 27.0 in Table 4.10, the significance value for the effect of Digital Marketing (X1), Service Quality (X2), and Purchase Decision (Y) shows an F-statistic of 19.079, where df1 = K − 1 and df2 = n − K, with K representing the number of variables and n the number of samples used in the regression. Thus, df1 = 3 − 1 = 2 and df2 = 75 − 2 = 73, resulting in an F-table value of 2.730.

Berdasarkan tabel 4.10 di atas ,maka F_{hitung} lebih besar dari F_{tabel} (19.079 > 2.730), dan nilai sig 0.000 < 0.05 sehingga hipotesis yang menyatakan : “Do Digital Marketing and Service Quality simultaneously influence The purchase decision of Tembe Nggoli products in Wera District (H3 is accepted). Based on research conducted by Saputra and Ardani (2020), as well as Purba and Veranita (2020), it shows that there is a significant influence of digital marketing and service quality on purchase decisions.

CONCLUSION

Based on the research results, it can be concluded that digital marketing and service quality have a positive effect on the purchase decision of Tembe Nggoli in Wera District. Effective digital marketing is able to increase consumer interest and trust in the product, while good service quality provides satisfaction and encourages consumers to make purchases. Collectively, these two variables play an important role in improving the purchase decision of Tembe Nggoli in Wera District.

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