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The Influence Of Digital Marketing Strategy And Product Quality On Consumer Purchasing Decisions In Sumedang Tofu Processing Msmes In Purwadadi Village, Subang

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Abstract

The digital marketing transformation and the demand for consistent product quality have become challenges for Sumedang-style tofu-processing MSMEs in Purwadadi Village, Subang Regency, which have so far relied mainly on conventional marketing with market reach limited to the local area. This study aims to describe digital marketing strategy, product quality, and consumer purchasing decisions, and to analyze the effect of digital marketing strategy and product quality on purchasing decisions, both partially and simultaneously. This study employed a quantitative approach with a causal-associative research design and an explanatory survey method. The sample consisted of 100 respondents determined using Cochran's formula for an infinite population and selected through purposive sampling, with the criterion that respondents had purchased tofu products from local MSMEs at least twice within the past three months. Ordinal data from the five-point Likert-scale questionnaire were transformed into interval data using the Method of Successive Interval (MSI) before being analyzed using multiple linear regression through t-tests, F-tests, and the coefficient of determination. The results show that digital marketing strategy, product quality, and purchasing decisions each fall into the good category, with mean scores of 3.71, 3.77, and 3.87 respectively. The resulting regression equation is Y = 2.184 + 0.421X1 + 0.486X2 + e, with digital marketing strategy (t = 5.397; Sig. = 0.000) and product quality (t = 5.927; Sig. = 0.000) each showing a positive and significant partial effect, and a significant simultaneous effect (F = 51.426; Sig. = 0.000) contributing 51.4% (R^2 = 0.514; Adjusted R^2 = 0.504). These findings indicate that strengthening digital marketing needs to go hand in hand with maintaining consistent product quality so that traditional food MSMEs can sustainably improve their competitiveness and sales volume.

Keywords:Digital Marketing, Product Quality, Purchasing Decision, MSME.

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INTRODUCTION

Since early 2020, the digital revolution has transformed the way people interact, seek information, and shop. The proliferation of the internet, mobile devices, and social media platforms allows consumers to access product information anytime and anywhere, encouraging more critical, active, and data-driven consumer behavior. Prospective buyers are now accustomed to comparing prices, reading reviews, and assessing product quality online before making a purchase decision (Gema Soegesti & Permatasari, 2025). This situation requires every business, large and small, to adapt to digital marketing patterns to remain relevant and competitive.

The adoption of digital technology in Indonesia is reflected in the continued increase in the number of internet users. The Indonesian Internet Profile Survey 2025 by the Indonesian Internet Service Providers Association (ASIP) recorded that the number of national internet users in the first half of 2025 reached 229.4 million people, with a penetration rate of 80.66% of the total population (Meykel Djuuna, 2026). Generation Z and millennials are the most dominant groups of internet users (25.54% and 25.17%, respectively), and the majority use social media to search for product information. This situation presents a major challenge for Micro, Small, and Medium Enterprises (MSMEs), the majority of which still use conventional marketing methods.

MSMEs occupy a strategic position in the national economy. The number of MSMEs in Indonesia reaches approximately 64.2 million business units, contributing 61.07% to the national Gross Domestic Product (GDP) and absorbing approximately 177 million workers or 97% of the total national workforce (Ministry of Cooperatives and SMEs of the Republic of Indonesia, in the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2025). The soybean-based tofu industry is one of the MSME food subsectors that plays a vital role in providing a source of protein for the community; the household-scale food manufacturing industry, including the tofu business, is experiencing a steady increase in the number of business units, reaching 4.17 million units by 2025.

West Java is the province with the largest number of MSMEs in Indonesia (more than 4.5 million business units). Subang Regency is recorded as having around 22,000 registered MSMEs, with the food sector dominating this number. Purwadadi District, located on the strategic Subang-Bandung-Jakarta route, is known as an area with a concentration of home-based food processing businesses, including Sumedang tofu processing businesses that have been passed down through generations and provide a livelihood for the local community. The term "Sumedang tofu" in this study refers to the name of the product type—fried tofu with a crispy texture on the outside and soft on the inside—and does not indicate the geographical origin of the producer, as this product is also produced by MSMEs in Purwadadi Village, Subang Regency.

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Sumedang tofu processing businesses in Purwadadi Village are generally still managed traditionally by micro- to small-scale home-based entrepreneurs. Production, packaging, and marketing are carried out conventionally by consigning products to traditional markets and stalls, or selling directly to regular customers near the production area. This marketing pattern limits the market reach of Sumedang tofu MSMEs in Purwadadi Village to the local scope, so the potential for increasing sales volume through digital-based market expansion has not been optimally utilized, even though the estimated demand for tofu in the Purwadadi area and its surroundings is estimated to reach around 6,741 kg per week based on the local population and consumption patterns.

At least three issues hinder the optimization of consumer purchasing decisions for Sumedang tofu MSME products in Purwadadi Village. First, business owners still make minimal use of social media and digital platforms as promotional tools, resulting in products being less well-known to consumers outside the production area. Second, consistent product quality—including taste, texture, cleanliness, and durability—remains a challenge due to limited production standards and processing technology. Third, low digital literacy among business owners also slows down the marketing transformation from conventional methods to more adaptive digital marketing.

Digital marketing strategies are a crucial factor for MSMEs in driving consumer purchasing decisions amidst increasingly fierce market competition. A study of MSMEs in Indonesia found that digital service quality and digital marketing significantly contribute to MSME sales performance in the digital era (Djakasaputra et al., 2021). Another study published in the international journal Sustainability demonstrated that digital marketing transformation impacts the performance of small and medium enterprises, particularly in expanding market reach and strengthening customer interactions (Sharabati et al., 2024). In addition to digital marketing, product quality also influences consumer purchasing decisions, particularly for food products that demand cleanliness, taste, and safety; digital marketing, service quality, and product quality simultaneously influence purchasing decisions through consumer satisfaction (Digdowiseiso & Sari, 2022).

Previous research on the influence of digital marketing and product quality on purchasing decisions generally focused on digital product- or service-based MSMEs (Bachri et al., 2023), urban culinary MSMEs (Lambe & Halik, 2024), and cross-sector MSMEs without product specifications (Sharabati et al., 2024; Amin et al., 2025). Consumer characteristics and decision-making patterns in these sectors differ fundamentally from those of fresh soybean-based MSMEs such as Sumedang tofu, thus generalizing the findings needs to be retested in different contexts. This study offers novelty by focusing on Sumedang tofu-processing MSMEs in Purwadadi Village, Subang Regency, a sector that has never been quantitatively studied in terms of the influence of digital marketing strategies and product quality on purchasing decisions. It also integrates

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these two independent variables into a single model within the context of micro-scale traditional food MSMEs in rural areas.

Based on the research gap, this study aims to (1) describe the picture of digital marketing strategies, product quality, and purchasing decisions; and (2) analyze the influence of digital marketing strategies and product quality on consumer purchasing decisions, both partially and simultaneously, in Sumedang tofu processing MSMEs in Purwadadi Village, Subang Regency.

RESEARCH METHODS

This study uses a quantitative approach with a causal associative design and an explanatory survey method to analyze the influence of Digital Marketing Strategy (X1) and Product Quality (X2) on Purchasing Decisions (Y) among Sumedang tofu consumers in Purwadadi Village, West Purwadadi, and Pasirbungur, Subang Regency. The study population is all consumers who have purchased tofu products from the MSME, the number of which is not known with certainty because there is no consumer registration data (unregistered customer base). The sample size is therefore calculated using the Cochran formula for an infinite population ($Z = 1.96$; $p = 0.5$; $d = 0.10$), which results in $n = 96.04$ and rounded up to 100 respondents. The sampling technique is non-probability sampling with a purposive sampling method, with the following criteria: (1) domiciled or engaged in economic activity in the research area; (2) at least 17 years old; and (3) having purchased tofu products from local MSMEs at least twice in the last three months.

Primary data were collected through a five-point Likert-scale closed-ended questionnaire (1 = Strongly Disagree to 5 = Strongly Agree), distributed online via Google Forms and face-to-face at the research location (self-administered questionnaire). The questionnaire consisted of 16 statement items measuring three variables: Digital Marketing Strategy (X1) — 5 items, covering social media utilization, ease of obtaining digital information, marketing content quality, consumer interaction, and ease of transactions through digital platforms; Product Quality (X2) — 6 items, covering taste, texture, cleanliness/hygiene, durability, packaging quality, and product quality consistency; and Purchase Decision (Y) — 5 items, covering need recognition, information search, alternative evaluation, purchase confirmation, and post-purchase behavior. Because Likert-scale data are ordinal in nature while multiple linear regression requires data to be at least interval scale, all ordinal data were first transformed into interval data using the Method of Successive Interval (MSI) before being regressed (Armaijn et al., 2024).

Data analysis was carried out in stages with the help of SPSS software, including: (1) instrument test — validity test using Pearson Product Moment correlation (item is valid if r-calculated > r-table at $df = n-2$, $\alpha = 5\%$) and reliability test using Cronbach's Alpha

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(instrument is reliable if Alpha value ≥ 0.60); (2) classical assumption test — residual normality test (One-Sample Kolmogorov-Smirnov), multicollinearity test (Tolerance and VIF), and heteroscedasticity test (Glejser method); (3) multiple linear regression analysis with the equation Y = a + b1X1 + b2X2 + e; and (4) hypothesis testing, consisting of a t-test for partial influence (H1: X1 → Y; H2: X2 → Y), an F-test for simultaneous influence (H3: X1 and X2 → Y), and a coefficient of determination (Adjusted R^2) to measure the magnitude of the contribution of X1 and X2 to the variation of Y.

RESULTS AND DISCUSSION

Respondent Characteristics

The study involved 100 respondents who were consumers of Sumedang tofu from MSMEs in Purwadadi Village, West Purwadadi, and Pasirbungur, Subang Regency. Respondent characteristics included gender, age, occupation, purchasing frequency, and experience purchasing/consuming the product, as presented in Table 1.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Man	46	46.0
	Woman	54	54.0
Age	< 20 years	8	8.0
	20–29 years	45	45.0
	30–39 years	27	27.0
	40–49 years	15	15.0
	≥ 50 years	5	5.0
Work	Students	11	11.0
	Private sector employee	38	38.0
	Self-employed	25	25.0
	Housewife	18	18.0
	Other	8	8.0
Purchase Frequency	1 time	18	18.0

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Characteristics	Category	Frequency (n)	Percentage (%)
	2–3 times	42	42.0
	4–5 times	26	26.0
	> 5 times	14	14.0
Purchasing/Consuming Experience	< 6 months	13	13.0
	6–12 months	25	25.0
	1–2 years	34	34.0
	> 2 years	28	28.0

Source: Data processed by researchers, 2026

Based on Table 1, respondents were predominantly female (54.0%), aged 20–29 years (45.0%), employed in the private sector (38.0%), had a purchase frequency of 2–3 times (42.0%), and had 1–2 years of purchasing/consumption experience (34.0%). This composition indicates that respondents have sufficient purchasing experience to validly assess digital marketing strategies and product quality.

Description of Research Variables

Table 2. Description of Research Variables

Variables	Number of Items	Average	Category
Digital Marketing Strategy (X1)	5	3.71	Agree
Product Quality (X2)	6	3.77	Agree
Purchase Decision (Y)	5	3.87	Agree

Source: Data processed by researchers, 2026

Digital Marketing Strategy (X1) obtained an average of 3.71 (Agree category). The highest value was found in the seller's response indicator through digital media (3.75), while the lowest value was found in the indicator of interesting and regularly updated digital content (3.67). Product Quality (X2) obtained an average of 3.77 (Agree category), with the highest value being found in the product texture indicator that suits consumer tastes (3.83) and the lowest value being found in the taste indicator that meets consumer expectations (3.71). Purchase Decision (Y) obtained an average of 3.87 (Agree

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category), with the highest value being found in the indicator of comparing products with other alternatives before purchasing (3.90) and the lowest value being found in the indicator of recognizing food needs (3.81).

Instrument Validity and Reliability Test

Table 3. Results of Instrument Validity and Reliability Tests

Variables	Number of Items	Cronbach's Alpha	Information
Digital Marketing Strategy (X1)	5	0.821	Valid and Reliable
Product Quality (X2)	6	0.846	Valid and Reliable
Purchase Decision (Y)	5	0.837	Valid and Reliable

Source: Data processed by researchers, 2026

All 16 statement items in the three variables were declared valid (r-count > r-table at α = 5%). The Cronbach's Alpha values for the three variables were above 0.60, namely 0.821 for Digital Marketing Strategy, 0.846 for Product Quality, and 0.837 for Purchasing Decisions, so all instruments were declared reliable and suitable for further analysis.

Classical Assumption Test

Table 4. Results of the Classical Assumption Test

Testing	Results	Criteria	Information
Normality (Kolmogorov-Smirnov)	Sig. = 0.200	> 0.05	Normally distributed
Multicollinearity (X1 and X2)	Tolerance = 0.713; VIF = 1.402	Tolerance > 0.10; VIF < 10	There is no multicollinearity
Heteroscedasticity X1	Sig. = 0.414	> 0.05	There is no heteroscedasticity
Heteroscedasticity X2	Sig. = 0.303	> 0.05	There is no heteroscedasticity

Source: Data processed by researchers, 2026

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Based on Table 4, all classical assumption tests are met: the residuals are normally distributed, there are no symptoms of multicollinearity between independent variables, and no symptoms of heteroscedasticity are found. The identical Tolerance and VIF values for both independent variables are a mathematical consequence of the two-predictor regression model, because each VIF is calculated from the same correlation coefficient between X1 and X2. Thus, the regression model is suitable for testing the influence of X1 and X2 on Y.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the direction and magnitude of the influence of Digital Marketing Strategy (X1) and Product Quality (X2) on Purchasing Decisions (Y). The results of the data processing are shown in Table 5.

Table 5. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	2,184	1,964	–	1,112	0.269
Digital Marketing Strategy (X1)	0.421	0.078	0.451	5,397	0,000
Product Quality (X2)	0.486	0.082	0.494	5,927	0,000

Source: Data processed by researchers, 2026. Dependent Variable: Purchase Decision (Y)

Based on Table 5, the multiple linear regression equation is obtained:

Y = 2.184 + 0.421X1 + 0.486X2 + e

The constant value of 2.184 indicates that if the Digital Marketing Strategy and Product Quality are zero, the Purchase Decision is at a value of 2.184. The coefficient of Digital Marketing Strategy (X1) of 0.421 is positive, meaning that every one unit increase in Digital Marketing Strategy increases the Purchase Decision by 0.421 units assuming the Product Quality remains constant. The coefficient of Product Quality (X2) of 0.486 is also positive, meaning that every one unit increase in Product Quality increases the Purchase Decision by 0.486 units assuming the Digital Marketing Strategy remains constant. The coefficient value of Product Quality is greater than that of Digital Marketing Strategy indicates that, in this model, Product Quality makes a relatively stronger contribution to the Purchase Decision.

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Summary of Hypothesis Test Results

Hypothesis testing was conducted through the t-test (partial) and F-test (simultaneous). With n = 100 and two independent variables, df = n − k − 1 = 97 was obtained, so that the t-table at α = 5% (two-tailed) was 1.984, and the F-table (df1 = 2; df2 = 97) was 3.09. A summary of the test results is presented in Table 6.

Table 6. Summary of Hypothesis Testing Results

Hypothesis	Testing	Calculated Value	Table Values	Sig.	Decision
H1	X1 → Y	t = 5.397	t = 1.984	0,000	H1 accepted
H2	X2 → Y	t = 5.927	t = 1.984	0,000	H2 accepted
H3	X1, X2 → Y	F = 51.426	F = 3.09	0,000	H3 is accepted

Source: Data processed by researchers, 2026

Based on Table 6, all research hypotheses are accepted. The t-value of Digital Marketing Strategy (5.397) and Product Quality (5.927) exceeds the t-table (1.984) with Sig. 0.000 < 0.05, so H1 and H2 are accepted: each variable has a partial positive and significant effect on Purchasing Decisions. The F-value (51.426) exceeds the F-table (3.09) with Sig. 0.000 < 0.05, so H3 is accepted: Digital Marketing Strategy and Product Quality simultaneously have a positive and significant effect on Purchasing Decisions.

Table 7. Results of the Determination Coefficient

Model	R	R Square	Adjusted R Square	Contribution (%)
1	0.717	0.514	0.504	51.4

Source: Data processed by researchers, 2026. Predictors: Digital Marketing Strategy (X1), Product Quality (X2)

The R Square value of 0.514 indicates that Digital Marketing Strategy and Product Quality together are able to explain 51.4% of the variation in Purchasing Decisions, while the remaining 48.6% is explained by other variables outside the model, such as price, service quality, brand image, consumer trust, and promotion. Because this research model has more than one independent variable, Adjusted R Square (0.504) is a methodologically more appropriate measure to interpret, although the difference with R Square is relatively small (1.0 percentage points) so it does not change the substantive conclusions of the study.

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DISCUSSION

Digital Marketing Strategy is proven to have a positive and significant influence on Purchasing Decisions (t = 5.397 > 1.984; Sig. = 0.000 < 0.05). The descriptive average value of 3.71 (Agree category) indicates that consumers rate the use of social media as a means of product introduction, ease of obtaining product information online, presentation of marketing content, seller response, and ease of ordering through digital platforms quite well. Seller response through digital media is the indicator with the highest rating (3.75), while the attractiveness and updating of marketing content are the indicators with the lowest rating (3.67), making it the area most open to improvement.

Product Quality also has a positive and significant effect on Purchasing Decisions (t = 5.927 > 1.984; Sig. = 0.000 < 0.05), with a descriptive average of 3.77 (Agree category). Product texture received the highest rating (3.83), while taste received the lowest rating although still in the Agree category (3.71). The regression coefficient value of Product Quality (0.486) which is slightly larger than Digital Marketing Strategy (0.421) indicates that, in the context of fresh food products such as Sumedang tofu, consistency of product quality relatively provides a stronger driving force for purchasing decisions than digital marketing activities alone.

Simultaneously, Digital Marketing Strategy and Product Quality have a positive and significant effect on Purchasing Decisions (F = 51.426 > 3.09; Sig. = 0.000 < 0.05), with a contribution of 51.4%. This finding is consistent with research by Sesandi et al. (2024) and Digdowiseiso & Sari (2022), which also found a combined effect of digital marketing and product quality on purchasing decisions. Substantively, digital marketing plays a role in the stages of consumer need recognition and information search, while product quality plays a role in maintaining consumer trust and satisfaction after the information drives purchase intention. These two processes are complementary: attractive digital promotions without consistent product quality risk reducing consumer trust in subsequent purchases, while quality products without adequate digital visibility limit the market potential of MSMEs within the local scope.

The Adjusted R Square value of 0.504 indicates that 49.6% of the variation in Purchasing Decisions is explained by factors outside the model, such as price, service quality, brand image, consumer trust, and promotion. This substantial proportion indicates that digital marketing strategies and product quality are important but not the sole determinants of purchasing decisions in micro-scale traditional food MSMEs.

CONCLUSION

Based on the results of research on 100 respondents, the Digital Marketing Strategy of Sumedang Tofu Processing MSMEs in Purwadadi Village, Subang is in the good category with an average of 3.71; consumers have experienced the use of digital

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media to obtain information, interact with sellers, and place orders. Product Quality is in the good category with an average of 3.77; consumers give positive assessments of taste, texture, cleanliness, durability, packaging, and product consistency. Purchasing Decisions are in the good category with an average of 3.87; consumers show a positive tendency in recognizing needs, seeking information, comparing products, making choices, and evaluating post-purchase experiences.

Partially, Digital Marketing Strategy has a positive and significant effect on Purchasing Decisions ($t = 5.397 > 1.984$; Sig. = 0.000 < 0.05), as does Product Quality ($t = 5.927 > 1.984$; Sig. = 0.000 < 0.05). Simultaneously, both variables have a positive and significant effect on Purchasing Decisions ($F = 51.426 > 3.09$; Sig. = 0.000 < 0.05), with a contribution of 51.4% ($R^2 = 0.514$; Adjusted $R^2 = 0.504$), while the rest is explained by other factors outside this research model.

SUGGESTION

1. For Sumedang Tofu Processing MSMEs, Purwadadi Village

MSMEs are advised to increase their active use of social media to introduce products, showcase hygienic production processes, and present attractive and regularly updated marketing content, considering that this indicator received the lowest score in the Digital Marketing Strategy variable.

2. Increase Consumer Response

MSMEs are advised to provide fast, friendly, and informative responses to consumer inquiries through digital media, as well as simplify the online ordering system so that consumers do not experience difficulties in obtaining products.

3. Maintain and Improve Product Quality

MSMEs need to maintain consistent product quality on an ongoing basis, especially in the aspect of taste which received the lowest rating in the Product Quality variable, in addition to texture, cleanliness, durability, and packaging, considering that tofu is a food product that is consumed directly by the public.

4. Integrating Digital Marketing Strategy with Product Quality

Because both independent variables significantly influence purchasing decisions, MSMEs are advised not to focus solely on digital promotions without considering product quality. Compelling promotions need to be supported by truly high-quality products to ensure consumers receive a purchasing experience that aligns with the information provided.

5. For Further Researchers

Considering that Digital Marketing Strategy and Product Quality only explain 51.4% of the variation in Purchasing Decisions, further researchers are advised to add other relevant variables, such as price, service quality, brand image, consumer trust, and

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promotion, as well as expanding the number of respondents and the scope of the research area.

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