The Digital Shift In The Mebel Market: How Marketing Strategies, Brand Equity, Location and Price Perception Influence Consumer Decisions

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Abstract:
This study examines the impact of digital marketing, strategic location, brand equity, and price perception on consumer purchase decisions in the furniture industry, focusing on Mebel Mandiri. Integrating digital transformation and behavioral economics, it offers a fresh perspective on consumer decision-making. Using a quantitative associative approach, data from 33 respondents was analyzed with SPSS 20, employing validity and reliability tests, classical assumption tests, multiple linear regression, and F and T-tests. The results indicate that digital marketing and price perception significantly influence purchasing decisions, while location and brand equity do not. However, collectively, these variables account for 72.2% ($R^2 = 0.722$) of consumer purchasing decisions, with 27.8% influenced by other factors. The study highlights that effective digital marketing strategies and competitive pricing are essential for enhancing consumer decisions. Businesses should focus on interactive and credible digital content while aligning pricing with product value. Additionally, digital marketing and price perception play a crucial role in strengthening SMEs, driving digital transformation, and fostering consumer trust. These strategies expand market reach, improve business resilience, and contribute to economic growth, job creation, and sustainable development.
Keywords: Digital Marketing, Location, Brand Equity, Price Perception, Purchasing Decision

Abstrak:
Penelitian ini mengkaji dampak digital marketing, lokasi strategis, ekuitas merek, dan persepsi harga terhadap keputusan pembelian konsumen dalam industri mebel, dengan fokus pada Mebel Mandiri. Dengan mengintegrasikan transformasi digital dan ekonomi perilaku, penelitian ini menawarkan perspektif baru dalam pengambilan keputusan konsumen. Menggunakan pendekatan asosiatif kuantitatif, data dari 33 responden dianalisis menggunakan SPSS 20, melalui uji validitas dan reliabilitas, uji asumsi klasik, regresi linear berganda, serta uji F dan T. Hasil penelitian menunjukkan bahwa digital marketing dan persepsi harga berpengaruh signifikan terhadap keputusan pembelian, sedangkan lokasi dan ekuitas merek tidak berpengaruh signifikan. Namun, secara simultan, keempat variabel tersebut berkontribusi sebesar 72,2% ($R^2 = 0,722$) terhadap keputusan pembelian konsumen, dengan 27,8% dipengaruhi oleh faktor lain yang tidak diteliti. Penelitian ini menekankan bahwa strategi digital marketing yang efektif dan persepsi harga yang kompetitif sangat penting dalam meningkatkan keputusan pembelian konsumen. Bisnis perlu fokus pada konten digital yang interaktif dan kredibel serta penetapan harga yang sesuai dengan nilai produk. Selain itu, digital marketing dan persepsi harga berperan dalam memperkuat daya saing UMKM, mendorong transformasi digital, serta membangun kepercayaan konsumen. Strategi ini memperluas jangkauan pasar, meningkatkan ketahanan bisnis, serta berkontribusi pada pertumbuhan ekonomi, penciptaan lapangan kerja, dan pembangunan berkelanjutan.
Kata Kunci: Pemasaran Digital, Lokasi, Ekuitas Merek, Persepsi Harga

INTRODUCTION

The rapid economic growth in Indonesia has created an increasingly competitive business environment. Tight competition demands that companies continuously adapt to market changes and develop innovative strategies to retain and attract new customers. In this increasingly open business environment, a deep understanding of consumer needs and satisfaction is crucial in building long-term relationships. Companies must not only maintain the loyalty of existing customers but also create added value that sets them apart from competitors.[1] The advancement of digital technology has brought significant changes to the marketing world. Digitalization enables companies to reach consumers more easily through various online platforms such as social media, websites, and e-commerce applications. Data-driven marketing has become a key factor in understanding consumer preferences and behavior. By utilizing digital technology effectively, businesses can develop more efficient marketing strategies to capture consumer attention and maintain their interest in the products offered.[2]

In the purchasing decision-making process, various factors influence consumers in choosing a product or service. Some key considerations include effective digital marketing, a strategic business location, strong brand equity, and price perception that aligns with the product's value. Engaging digital marketing can enhance consumer interaction, while an easily accessible business location adds to its appeal. Meanwhile, strong brand equity builds consumer trust in a brand, and competitive price perception makes a product more attractive in the market.[3]

Although digitalization presents numerous opportunities for businesses, companies still face various challenges in attracting and retaining consumers. The success of digital marketing depends heavily on the credibility of the content presented and how well the strategy creates a positive consumer experience. Additionally, a business location that is not strategically placed can hinder customer growth. Brand strength must also be reinforced to remain competitive amidst a wide selection of similar products. Price is another crucial factor influencing purchasing decisions, especially when consumers compare products with those of competitors.[4] This study aims to analyze the extent to which digital marketing, location, brand equity, and price perception influence consumer purchasing decisions. By identifying the key factors that play a significant role in purchasing decisions, the findings of this study are expected to provide insights for business owners in developing more effective marketing strategies. Furthermore, this research can contribute to the advancement of marketing theory and consumer behavior studies, particularly in the growing furniture industry.[5]

With increasing business competition, this research is highly relevant in helping companies understand the factors influencing purchasing decisions. Through this study, it is expected that optimal strategies can be identified for managing digital marketing, selecting a

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[1] Eka Avianti Ayuningtyas Eka Giovana Asti, "PENGARUH KUALITAS PELAYANAN, KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN KONSUMEN (EFFECT OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE ON CONSUMER SATISFACTION)," *E K O M A B I S : J u r n a l E k o n o m i M a n a j e m e n B i s n i s* 01, no. 01 (2020): 1–14.

[2] Tarisa Aulia Ananda, Nabilla Kusuma Dewi, dan Mohamad Zein Saleh, "Fenomena Perubahan Strategi Pemasaran dalam Menghadapi Tantangan di Era Digital," *Jurnal Publikasi Ilmu Manajemen (JUPIMAN)* 2, no. 4 (2023): 98–107.

[3] Rusli Siri, "Peningkatan Daya Saing Global Melalui Marketing," *YUME : Journal of Management* 5, no. 1 (2022): 235–37, https://doi.org/10.37531/yume.vxix.436.

[4] Berlilana Berlilana, Rinda Utami, dan Wiga Maulana Baihaqi, "Pengaruh Teknologi Informasi Revolusi Industri 4.0 terhadap Perkembangan UMKM Sektor Industri Pengolahan," *Matrix : Jurnal Manajemen Teknologi dan Informatika* 10, no. 3 (2020): 87–93, https://doi.org/10.31940/matrix.v10i3.1930.

[5] Nabila Ananda Putri Harahap et al., "Analisis Perkkembangan Industri Manufaktur Indonesia," *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam* 4, no. 5 (2023): 1444–50, https://doi.org/10.47467/elmal.v4i5.2918.

strategic business location, building strong brand equity, and setting prices that align with the value offered to consumers. Consequently, companies can enhance their competitiveness and sustain their presence in the market.[6]

Based on these discussions, this research focuses on Mebel Mandiri as the subject of study. Although it has established a good reputation, Mebel Mandiri still faces various marketing challenges, particularly in optimizing digital marketing, overcoming location limitations, strengthening brand equity, and aligning price perception with consumer expectations. Therefore, this study is expected to provide valuable recommendations for Mebel Mandiri in improving its competitiveness and maintaining its position in the highly competitive furniture industry.

Based on the previous explanation regarding digital marketing, location, brand equity, and price perception, this serves as the foundation for the researcher to conduct a study titled The Digital Shift In The Mebel Market: How Marketing Strategies, Brand Equity, Location, And Price Perception Influence Consumer Decisions.

RESEARCH METHODS

The research method used in this study is a quantitative approach with an associative research type,[7] conducted at Mebel Mandiri Wajak Lor, Boyolangu, Tulungagung. This study aims to analyze the influence of digital marketing, location, brand equity, and price perception on consumer purchasing decisions. The population consists of 33 consumers of Mebel Mandiri who have made at least one purchase, and the sampling technique used is saturated sampling, meaning the entire population is included as the research sample.[8]

The study utilizes both primary and secondary data. Primary data was gathered through structured questionnaires distributed to the respondents, while secondary data was obtained from relevant literature, journals, and company records.[9] To measure variables, a Likert scale (1-5) was used, where respondents rated their perceptions of digital marketing, location, brand equity, price perception, and purchasing decisions based on defined indicators.[10]

The collected data was processed and analyzed using SPSS 20 software. Several statistical tests were conducted, including validity and reliability tests to ensure the accuracy and consistency of the research instrument.[11] Additionally, classical assumption tests were performed, covering the normality test to assess data distribution, the multicollinearity test to check correlations between independent variables, the heteroscedasticity test to detect variance inconsistencies in residual values, and the autocorrelation test to examine serial correlation in regression residuals. The study employed multiple linear regression analysis to determine the influence of independent variables on the dependent variable. Furthermore, hypothesis testing was conducted using the F-test (simultaneous test) to evaluate the collective impact of all independent variables on purchasing decisions, the T-test (partial test) to analyze individual effects, and the coefficient of determination (R^2 test) to measure the proportion of variation in consumer purchasing decisions explained by the independent variables.[12].

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[6] Dasmansyah Adyas Mujito, Hari Muharam, *MANAJEMEN PEMASARAN: Sebuah Pengantar Untuk Pemula*, 1 ed. (Tasikmalaya: EDU PUBLISHER, 2023).

[7] Abd.Mukhid, *Metodologi penelitian pendeketan kuantitatif* (Surabaya: CV Jakad Media Publishing, 2021).

[8] Kris Timotus, *Pengantar Metodologi Penelitian* (Yogyakarta: CV Andi Offset, 2017).

[9] Sandu Siyoto dan Ali Sodik, *Dasar Metodologi Penelitian*, 1 ed. (Yogyakarta: Literasi Media Publishing, 2015).

[10] Bagus Sumargo, *TEKNIK SAMPLING*, 1 ed. (Jakarta Timur: UNJ PRESS, 2020).

[11] Fifin Ayu Mufarroha Achmad Jauhari,Devie Rosa Anamisa, *Buku Ajar Metodologi Penelitian Pendekatan Informatika*, 1 ed. (Malang: Media Nusa Creative (MNC Publishing), 2023).

[12] Asep Hermawan, *Penelitian Bisnis - Paragidma Kuantitatif*, Jakarta (Grasindo, 2005).

RESULTS AND DISCUSSION

The variables used in this study are Digital Marketing, Strategic Location, Brand Equity, and Price Perception, which influence Consumer Purchase Decisions in the furniture industry. The following are the results of the research and discussion:

1. **Instrument Test Results**
    a. Test Data Validity

Table 1 Validity Test

Variables	Statement	Pearson Correlation	R table	Information
Consumer Purchasing Decisions (Y)	Y.1	0.700		
	Y.2	0.803		
	Y.3	0.713		
	Y.4	0.848		
	Y.5	0.746	0.3440	Valid
	Y.6	0.699		
	Y.7	0.652		
	Y.8	0.808		
	Y.9	0.568		
Digital Marketing (X1)	X1.1	0.706		
	X1.2	0.686		
	X1.3	0.784		
	X1.4	0.601		
	X1.5	0.701		
	X1.6	0.730		
	X1.7	0.621	0.3440	Valid
	X1.8	0.708		
	X1.9	0.830		
	X1.10	0.796		
	X1.11	0.832		
	X1.12	0.887		
Brand Equity (X2)	X2.1	0.654	0.3440	Valid
	X2.2	0.797		

Variables	Statement	Pearson Correlation	R table	Information
	X2.3	0.758		
	X2.4	0.810		
	X2.5	0.889		
	X2.6	0.847		
	X2.7	0.813		
	X2.8	0.777		
	X2.9	0.627		
	X2.10	0.687		
	X2.11	0.799		
	X2.12	0.679		
	X2.13	0.842		
	X2.14	0.424		
Location (X3)	X3.1	0.687		
	X3.2	0.577		
	X3.3	0.719		
	X3.4	0.913		
	X3.5	0.785	0.3440	Valid
	X3.6	0.576		
	X3.7	0.643		
	X3.8	0.718		
	X3.9	0.822		
Price Perception (X4)	X4.1	0.548		
	X4.2	0.682		
	X4.3	0.671		
	X4.4	0.814		
	X4.5	0.865	0.3440	Valid
	X4.6	0.743		
	X4.7	0.736		
	X4.8	0.873		

Variables	Statement	Pearson Correlation	R table	Information
	X4.9	0.901		
	X4.10	0.750		

Source: Processed Primary Data, 2025

Based on Table 1, all statement items for each variable have a Pearson correlation value greater than r-table, indicating that all questionnaire statements are valid.

b. Data Reliability Test

Table 2 Reliability Test

Variables	*Cronbach Alpha*	Information
Consumer Purchasing Decisions (Y)	0.889	Reliable
Digital Marketing (X1)	0.923	Reliable
Brand Equity (X2)	0.876	Reliable
Location (X3)	0.939	Reliable
Price Perception (X4)	0.777	Reliable

Multicollinearity

The tolerance test results for the four independent variables showed a value greater than 0.10 and a VIF value < 10 (see Table 3). These results indicate that the regression model does not show signs of multicollinearity or that the assumption of non-multicollinearity is met. Thus, the analysis of the four independent variables is valid, and the results can be interpreted to explain the contribution of each variable independently to consumer purchase decisions.

Table 3. Multicollinearity Test Result

Variables	Tolerance	VIF
Consumer Purchasing Decisions (Y)	0.232	4.317
Digital Marketing (X1)	0.247	4.050
Location (X2)	0.266	3.765
Brand Equity (X3)	0.362	2.765
Price Perception (X4)	0.232	4.317

Source: Processed Primary Data, 2025

Classical Assumption Test

Heteroscedasticity

Heteroscedasticity refers to the unequal variance of residuals from one observation to another. The test results support the assumption of non-heteroscedasticity, as the significance values (Sig.) of all independent variables in the Glejser test are greater than 0.05 ($p > 0.05$) (see Table 4). This indicates that the regression model does not suffer from heteroscedasticity issues, meaning the variance of residuals is homogeneous or constant across the entire range of independent variable values. This finding is significant because it demonstrates that the regression model effectively analyzes the impact of the four independent variables on consumer purchase decisions.

Table 4. Heteroscedasticity Test

Variables	Significance Value (2-tailed)
Digital Marketing (X1)	0.128
Location (X2)	0.829
Brand Equity (X3)	0.605
Price Perception (X4)	0.669

Source: Processed Primary Data, 2025

Autocorrelation

Autocorrelation refers to the correlation of residuals from one observation with those from previous observations. The test results confirm the absence of autocorrelation, as the Durbin-Watson (DW) value is 1.922, which falls between the upper limit (dU) of 1.7298 and 4-dU (2.2702) (see Table 5). This indicates that the regression model does not suffer from autocorrelation issues, fulfilling the assumption of independence of residuals. This finding is significant because it demonstrates that the regression model effectively analyzes the impact of the four independent variables on consumer purchase decisions.

Table 5. Autocorrelation Test

Variables	Durbin Watson	dL	dU
Digital Marketing (X1)	2.020	1.1927	1.7298
Location (X2)	2.020	1.1927	1.7298
Brand Equity (X3)	2.020	1.1927	1.7298
Price Perception (X4)	2.020	1.1927	1.7298

Source: Processed Primary Data, 2025

Normality

The results of the one-sample Kolmogorov-Smirnov test indicate a p-value of 0.195, which exceeds the significance level of $\alpha = 0.05$ (see Table 6). This suggests that the residuals meet the assumption of normal distribution. Consequently, this assumption supports the reliability of the regression analysis in determining the overall effect of independent variables on consumer purchase decisions, thereby facilitating valid conclusions.

Table 6. Normality Test

Indication	Residual
N	33

Significance of Kolmogorov-Smirnov Z	0.195

Source: Processed Primary Data, 2025

Multiple Linear Regression

The results of the multiple linear regression test indicate that the regression equation is as follows:

$$Y = 11.849 + 0.332X_1 - 0.084X_2 + 0.067X_3 + 0.241X_4 + \varepsilon$$

These findings suggest the following:

1. The constant value of 11.849 indicates that if all independent variables (Digital Marketing, Location, Brand Equity, and Price Perception) remain constant, consumer purchase decisions would be 11.849.

2. The regression coefficient for Digital Marketing (X_1) is 0.332, meaning that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions increase by 0.332 units.

3. The regression coefficient for Location (X_2) is -0.084, indicating that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions decrease by 0.084 units.

4. The regression coefficient for Brand Equity (X_3) is 0.067, meaning that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions increase by 0.067 units.

5. The regression coefficient for Price Perception (X_4) is 0.241, meaning that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions increase by 0.241 units.

These results confirm that Digital Marketing, Brand Equity, and Price Perception have a positive effect on consumer purchase decisions, whereas Location has a negative effect.

Table 7. Normality Test

Variables	Unstandardized Coefficients
	B
(Constant)	11.849
Digital Marketing (X1)	0.332
Location (X2)	-0.084
Brand Equity (X3)	0.067
Price Perception (X4)	0.241

Source: Processed Primary Data, 2025

Hypotheses Testing

F-Test (Simultaneous)

The results of the F-test (simultaneous test) indicate an F-value of 123.920 with a significance level of 0.000 (see Table 8). Given that the significance value is less than 0.05 and F-value (123.920) is greater than F-table (2.701), it can be concluded that H1 is accepted and H0 is rejected. This confirms that the independent variables Digital Marketing, Location, Brand Equity, and Price Perception simultaneously have a positive and significant effect on consumer purchase decisions.

Table 8. F Test

Model	F	Sig.
Regression	123.920	0.000

Source: Processed Primary Data, 2025

T-Test (Partial)

The results of the t-test (partial test) indicate the following findings (see Table 9):

1. Digital Marketing (X1) has a t-value of 2.896 with a significance level of 0.000. Since the significance value is less than 0.05 and t-value (2.896) is greater than t-table (2.048), it can be concluded that H2 is accepted and H0 is rejected, meaning that Digital Marketing has a positive and significant effect on consumer purchase decisions.

2. Location (X2) has a t-value of -1.856 with a significance level of 0.074. Since the significance value is greater than 0.05 and t-value (-1.856) is less than t-table (2.048), it can be concluded that H3 is rejected and H0 is accepted, meaning that Location does not have a significant effect on consumer purchase decisions.

3. Brand Equity (X3) has a t-value of 1.730 with a significance level of 0.095. Since the significance value is greater than 0.05 and t-value (1.730) is less than t-table (2.048), it can be concluded that H4 is rejected and H0 is accepted, meaning that Brand Equity does not have a significant effect on consumer purchase decisions.

4. Price Perception (X4) has a t-value of 4.284 with a significance level of 0.000. Since the significance value is less than 0.05 and t-value (4.284) is greater than t-table (2.048), it can be concluded that H5 is accepted and H0 is rejected, meaning that Price Perception has a positive and significant effect on consumer purchase decisions.

Table 9. T Test

Variables	t	Sig.
Digital Marketing (X1)	7.063	0.000
Lokasi (X2)	-1.856	0.074
Brand Equity (X3)	1.730	0.095
Persepsi Harga (X4)	4.284	0.000

Source: Processed Primary Data, 2025

Coefficient of Determination (R^2)

The coefficient of determination (Adjusted R Square) test results indicate an Adjusted R Square value of 0.722 (see Table 10). This means that 72.2% of the variability in consumer purchase decisions can be explained by the independent variables: Digital Marketing, Location, Brand Equity, and Price Perception. The remaining 27.8% is influenced by factors outside the research model. These results demonstrate that the regression model has a strong explanatory power in describing the relationship between the independent and dependent variables.

Table 10. Coefficient of Determination Test

Model	Adjusted R Square
1	0.722

Source: Processed Primary Data, 2025

Discussion

The Influence of Digital Marketing (X1), Location (X2), Brand Equity (X3), and Price Perception (X4) on Consumer Purchase Decisions at Mebel Mandiri Wajak Lor, Boyolangu, Tulungagung.

The simultaneous hypothesis test results show that digital marketing, location, brand equity, and price perception significantly influence consumer purchasing decisions, leading to H0 rejection and H1 acceptance. This indicates that Mebel Mandiri consumers are influenced by external factors, particularly intensive digital marketing and social media promotions, which effectively drive purchasing behavior.

Social media exposure plays a key role in shaping consumer perceptions, creating a sense of urgency to buy trending or widely used products. This often leads to impulsive purchasing decisions, reflecting the broader phenomenon of consumers seeking to stay relevant with market trends.

These findings support Philip Kotler's marketing management theory, which explains how individuals, groups, and organizations make purchasing decisions based on their needs and wants.[13] Consumer purchasing decisions at Mebel Mandiri are influenced by digital marketing, location, brand equity, and price perception, alongside broader factors such as demographics, psychology, economy, and technology.

These findings align with previous research by Hayati Ramadhani and Nova Anggrainie, which highlights the impact of price perception, brand equity, viral marketing, brand ambassadors, product reviews, and customer relationships on purchasing decisions, particularly for Skintific skincare products on TikTok Shop.[14]

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[13] Agustina Shinta, *Manajemen Pemasaran*, 1 ed. (Malang: Universitas Brawijaya Press, 2011).

[14] Nova Anggrainie Hayati Ramadhani, "Pengaruh Persepsi Harga, Brand Equity, Viral Marketing, Brand Ambassador, Review Produk, dan Customer Relationship, Terhadap Keputusan Pembelian Produk Skincare Skintific di Tiktok Shop," *Jurnal Ekonomi, Manajemen dan Akuntansi "Mufakat"* 2, no. 4 (2023): 703–17.

Another study by Hafizh Muzakki also found that, simultaneously, brand equity, price perception, and product quality influence purchasing decisions.[15]

In conclusion, although there are variations in the influence of each variable, overall, digital marketing, location, brand equity, and price perception significantly contribute to consumer purchasing decisions at Mebel Mandiri. This indicates the need for the company to optimize these strategies holistically to boost sales.

The Influence of Digital Marketing (X1) on Consumer Purchase Decisions at Mebel Mandiri Wajak Lor, Boyolangu, Tulungagung

The partial hypothesis test confirms that digital marketing has a positive and significant effect on consumer purchase decisions, leading to H2 acceptance and H0 rejection. This highlights the importance of optimizing social media platforms like Instagram, WhatsApp, and Facebook, creating engaging content, and implementing consistent online promotions.

Effective digital marketing enhances consumer access to product information, improves brand perception, and fosters interactive experiences, ultimately driving higher purchase decisions.[16]

Digital marketing itself plays a crucial role in influencing consumer purchase decisions, making its indicators valid and impactful. The results of this study align with Novianti's theory, as cited in Prisma Miardi Putri and R.A. Marlien, which states that the better the digital marketing strategy, the higher the likelihood of increasing consumer purchase decisions.[17]

This research aligns with Neri Wijayanti et al., who found that digital marketing enhances the competitiveness of furniture MSMEs in Kunti Village, contributing to local economic growth. Similarly, Meisa Faiza Aulia et al. concluded that adopting an Information Management System (SIM) and optimizing digital marketing strategies significantly increased sales turnover for Aneka Jaya Furniture MSMEs.[18]

To enhance digital marketing effectiveness, companies can expand marketing reach, create consumer-oriented content, use targeted paid ads, and apply SEO techniques. These strategies help boost consumer purchase decisions and strengthen Mebel Mandiri's market competitiveness.

The Influence of Location (X2) on Consumer Purchase Decisions at Mebel Mandiri Wajak Lor, Boyolangu, Tulungagung

The partial hypothesis test shows that location (X2) does not significantly influence consumer purchase decisions, leading to H3 rejection and H0 acceptance. The shift toward online shopping has reduced the impact of physical accessibility.

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[15] Hafizh Muzaki, "Pengaruh Brand Equity, Persepsi Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Smartphone Samsung di Kelurahan Pematang Pudu Kecamatan Mandau Kabupaten Bengkalis," *Gastronomía ecuatoriana y turismo local.* 1, no. 69 (2021): 119.

[16] Prisma Miardi Putri dan R.A Marlien, "Pengaruh Digital Marketing terhadap Keputusan Pembelian Online," *Jesya (Jurnal Ekonomi & Ekonomi Syariah)* 5, no. 1 (2022): 25–36, https://doi.org/10.36778/jesya.v5i1.510.

[17] Neri Wijayanti et al., "Penerapan Digital Marketing Dalam Mendukung Ponorogo" 5, no. 2 (2024): 3195–3200.

[18] Meisa Faiza Aulia et al., "Penerapan Digital Marketing Untuk Optimalisasi Sistem Informasi Manajemen Pada Umkm Mebel Aneka Jaya Kota Malang" 2, no. 7 (2024): 2842–49.

To adapt, Mebel Mandiri should prioritize digital marketing, improve product quality, ensure competitive pricing, and enhance the online shopping experience to expand its market reach despite location limitations.[19]

Respondent analysis confirms that location does not significantly affect purchasing decisions, as consumers prioritize product quality over physical accessibility. This finding contradicts Belch & Belch's theory, which emphasizes the role of direct interactions in influencing purchases.[20]

Supporting this conclusion, Ratna Ekasari & Triliana Aprilia Putri found that location had no significant effect on purchase decisions at UD. Bagus Jaya Meubel. Similarly, Debby Cynthia, Haris Hermawan, and Ahmad Izzudin confirmed that location is not a crucial factor in consumer buying behavior.[21]

In this case, although Mebel Mandiri is located in a narrow alley that may limit accessibility for some consumers, this factor does not substantially impact their purchasing decisions. Instead, other elements such as digital marketing and product quality hold greater importance in attracting customers.

The Influence of Brand Equity (X3) on Consumer Purchase Decisions at Mebel Mandiri Wajak Lor, Boyolangu, Tulungagung

The partial hypothesis test confirms that brand equity (X3) does not significantly influence consumer purchase decisions, leading to H4 rejection and H0 acceptance.

Respondent analysis shows that brand equity indicators, such as brand association, have little impact on purchasing decisions at Mebel Mandiri. Consumers prioritize competitive pricing and product quality over brand reputation, making brand equity less relevant in their decision-making process.[22]

This finding contradicts Aaker's theory, which suggests that strong brand equity influences consumer preferences, loyalty, and willingness to pay premium prices. However, it aligns with Tegar Alfis Ramadhan et al., who found that brand equity did not significantly impact iPhone purchases in Solo Raya. Similarly, Supranto and Limakrisna, as cited by Kasman Pandiangan et al., also concluded that brand equity does not influence purchase decisions.[23]

While brand equity supports brand reputation, it is not a key factor in Mebel Mandiri's consumer purchases. Consumers prioritize product quality, pricing, and purchasing experience. Therefore, Mebel Mandiri should strengthen brand equity while focusing on product quality, customer service, and attractive promotions to boost purchase decisions.[24]

[19] . Erwin dkk, *Manajemen Pemasaran (Teori dan Strategi)*, 1 ed. (Yogyakarta: PT. Green Pustaka Indonesia, 2024).

[20] Ratna Ekasari dan Triliana Aprilia Putri, "Pengaruh Kualitas Pelayanan, Persepsi Harga, Dan Lokasi Terhadap Keputusan Pembelian Konsumen," *IQTISHADequity jurnal MANAJEMEN* 3, no. 2 (2021): 266, https://doi.org/10.51804/iej.v3i2.937.

[21] Debby Cynthia, Haris Hermawan, dan Ahmad Izzudin, "Terhadap Keputusan Pembelian," *PUBLIK:jurnal manajemen sumber daya manusia, administrasi dan pelayanan publik* IX (2022): 104–12.

[22] . dkk Nyoman Dwika Ayu Amrita, *Digital Marketing : Teori, Implementasi dan Masa Depan Digital Marketing*, 1 ed. (Yogyakarta: PT. Green Pustaka Indonesia, 2024).

[23] Tegar Alfis Ramadhan et al., "Pengaruh Brand Equity Terhadap Keputusan Pembelian Iphone Pada Mahasiswa Solo," *E-Bisnis : Jurnal Ilmiah Ekonomi dan Bisnis* 16, no. 1 (2023): 229–37, https://doi.org/10.51903/e-bisnis.v16i1.1178.

[24] Kasman Pandiangan, Masiyono Masiyono, dan Yugi Dwi Atmogo, "Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty," *Jurnal Ilmu Manajemen Terapan* 2, no. 4 (2021): 471–84, https://doi.org/10.31933/jimt.v2i4.459.

The Influence of Price Perception (X4) on Consumer Purchase Decisions at Mebel Mandiri Wajak Lor, Boyolangu, Tulungagung

The partial hypothesis test confirms that price perception (X4) has a positive and significant effect on consumer purchase decisions, leading to H5 acceptance and H0 rejection.

Consumers are more likely to purchase when they perceive the price as fair and aligned with product quality and benefits. A well-perceived price enhances consumer confidence and encourages purchasing decisions.[25]

This study supports Schiffman and Kanuk's theory, as cited by I Gede Golden Aditya and Ni Nyoman Kerti Yasa, which states that price perception enhances purchase intentions, perceived value, and repeat purchases. Similarly, Daffa Iddo Athala and Ali Maskur found that price perception significantly influenced purchase decisions at Cahaya Mebel Semarang. Additionally, Mohamad Dandi Nursholikin confirmed that price perception plays a crucial role in purchasing behavior.[26]

These results highlight the importance of balancing price and product quality. Competitive pricing that reflects product value can strengthen consumer confidence and drive purchases. Therefore, Mebel Mandiri should maintain a transparent and fair pricing strategy while continuously improving product quality to enhance consumer purchase decisions.[27]

CONCLUSION

This study aims to determine the influence of digital marketing, location, brand equity, and price perception on consumer purchase decisions, both partially and simultaneously, among consumers of Mebel Mandiri in Wajak Lor, Boyolangu, Tulungagung, with a sample of 33 respondents. The analysis used in this study is multiple linear regression, processed using SPSS 20. Based on the research findings, it can be concluded that simultaneously, the four independent variables have a significant effect on consumer purchase decisions. However, partially, only digital marketing and price perception have a significant influence, while location and brand equity do not show a significant impact. This indicates that in the digital era, interactive digital marketing strategies and well-perceived pricing play a more crucial role in shaping consumer purchasing decisions compared to physical location and brand strength. Therefore, businesses need to prioritize the optimization of digital marketing and implement competitive pricing strategies to enhance consumer decision-making and strengthen market competitiveness.

Based on the findings, the following recommendations are proposed:

1. Future researchers are encouraged to include additional variables that may affect consumer purchasing decisions, such as product quality, brand trust, and online customer experience.

2. Business owners, particularly Mebel Mandiri, are advised to improve the quality of their digital content and ensure pricing strategies align with product value to foster consumer trust and expand market reach.

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[25] Ni Nyoman Kerti Yasa I Gede Golden Aditya, *NIAT BELI ULANG : PERSEPSI HARGA, BRAND IMAGE, DAN KUALITAS PRODUK*, 1 ed. (Cilacap: Media Pustaka Indo, 2024).

[26] Daffa Iddo Athala, "Pengaruh Keragaman Produk, Persepsi Harga, Dan Point Of Purchase (POP) Display Terhadap Keputusan Pembelian Toko Cahaya Mebel Di Kota Semarang," *Journal of Economic, Bussines and Accounting (COSTING)* 6, no. 2 (2023): 2301–9, https://doi.org/10.31539/costing.v6i2.5475.

[27] MOHAMAD DANDI NURSHOLIKIN, "ANALISIS PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN MEBEL PADA UD RIMBA RAYA PATI," *UNIVERSITAS PGRI SEMARANG* (UNIVERSITAS PGRI SEMARANG, 2022), https://dataindonesia.id/sektor-riil/detail/angka-konsumsi-ikan-ri-naik-jadi-5648-kgkapita-pada-2022.

3. Companies are also expected to reduce dependence on physical location by strengthening digital-based marketing strategies and enhancing brand competitiveness through product innovation and excellent customer service.

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