

Digital Marketing's Effect On Purchase Decisions Through Customer Satisfaction

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Abstract

In order to investigate the impact of digital marketing, service quality, and product on purchasing decisions at PT. Alunicorn, 249 people were questioned. Customer satisfaction was used as an intermediary variable. retrieval method based on the sample's evaluation of the target population. The analytical technique used in this work was SEM AMOS 23. The hypothesis states that whereas service quality has no impact on purchasing decisions through satisfaction, digital marketing and product quality have a positive impact on consumer satisfaction and purchasing decisions.

Keywords: Digital Marketing; Service quality; Product quality; Satisfaction Consumer and Purchase Decision

Abstrak

Untuk mengetahui pengaruh pemasaran digital, kualitas layanan, dan produk terhadap keputusan pembelian di PT. Alunicorn, 249 orang diperiksa. Kepuasan pelanggan digunakan sebagai variabel perantara. metode pengambilan berdasarkan evaluasi sampel terhadap populasi sasaran. Teknik analisis yang digunakan dalam penelitian ini adalah SEM AMOS 23. Hipotesis menyatakan bahwa kualitas layanan tidak berdampak pada keputusan pembelian melalui kepuasan, pemasaran digital dan kualitas produk berdampak positif pada kepuasan konsumen dan keputusan pembelian.

Kata kunci: Pemasaran Digital; kualitas layanan; Kualitas produk; Kepuasan Konsumen dan Keputusan Pembelian

INTRODUCTION

Due to the intense competition that exists between producers and rivals in this

market, businesses that are continuing to grow and develop quickly place a high value on the role that marketing plays in fostering corporate growth. The effective use of opportunities in technology, information, and communication has contributed to the swift expansion of international trade in Indonesia. However, there are other factors that impede business growth, as Kuncoro pointed out in the article and Which did as well. (Fadilah et al., 2020) list the issues that prevent business growth, including: difficulty in locating potential customers and increasing market share; difficulty in obtaining capital; lack of expertise in field organisation and human resource management; lack of cooperation between business partners; unfair competition between business owners; and the need for coaching and training.

This improvement in quality will have a favourable and considerable impact on consumer happiness and loyalty for those who purchase Alunicorn beauty items. The Alunicorn corporation must focus on the quality dimension product and repair product they For can the more increase consumer trust for that in time the Covid 19 epidemic. Consumer trust will undoubtedly be impacted by good product and service quality that can satisfy customers. When the product and service quality is good, customers are happy. They succeed in gaining the trust of their customers by doing this.

The choice to buy is the following element. is a person's capacity to choose whether to purchase a goods. According to legal requests, the more expensive something is, the larger his request; conversely, the more affordable something is, the higher his request. According to Ekasari and Mandasari (2022), purchasing decisions are the ability of the general public to buy the goods and services that he needs. If ability to acquire goods and services is higher than it was in the past, decision purchase is also projected to rise. Culture, social factors, and personal factors are all factors that affect purchasing decisions.

In this situation, it is unclear whether the importance of digital marketing, high-quality services, and high-quality products on corporate decisions, consumer happiness, and purchasing behaviour. Studies The role of marketing digitally, providing quality customer service, and providing high-quality products in PT Alunicorn purchases is also being investigated, as is how these factors affect customer satisfaction with PT. Alunicorn during the period of the COVID 19 pandemic.

METHOD STUDY

In quantitative research, researchers look at the relationships between variables; because the target of study is more causal in nature, this type of research is in-depth and

involves both independent and dependent variables (Sumarlinah, 2022). Studies of the population or a sample are utilised in quantitative research. Three exogenous variables—variable digital marketing, variable quality service, and variable quality product—as well as two endogenous variables—variable purchase decision and variable consumer satisfaction—are used in this study.

People being studied This is a sample of customers who made Cosmetics purchases at PT. Alunicorn in 2020–2021 (during the Covid–19 epidemic), totaling 648 customers. Using the Slovin technique, the population was reduced to 249 responders from the entire 648 customers. Nonprobability Sampling, a sort of purposive sampling used in this study, is the strategy used to select the sample while taking into account consumers who make at least three purchases. The customer was given a set of statements (a questionnaire) to complete, and the researcher conducted the survey by sending the link to the questionnaire using WhatsApp messages. Because the majority of consumers now conduct their business online, statements submitted in questionnaires using a technique scale There isn't a comparison that use a Likert scale. Structured Equation Modelling (SEM) managed. The analytical approach, processes for creating a path diagram, measurement model testing, structural model testing, SEM evaluation, evaluation criteria for Goodness of Fit, and hypothesis testing are all covered by the AMOS 23 application. This study's conceptual framework is employed. Create the following hypothesis for this study:

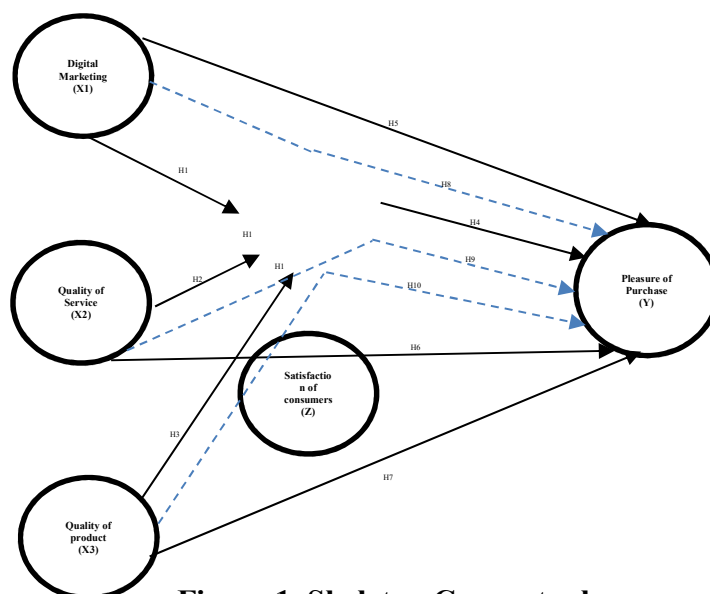


Figure 1. Skeleton Conceptual
Source : Data researcher (2023)

Based on Figure 1, the authors formulate a hypothesis based on the review theoretical as follows:

H1: Digital marketing influential positive and significant to satisfaction consumer on PT.Alunicorn at period pandemic Covid-19.

H2: Quality service influential positive And significant to satisfaction consume enpadaa PT. Alunicorns in period pandemi Covid - 19.

H3: Quality product influential positive And significant towards satisfaction consume enpadaa PT. Alunicorns in period p a n d e mi Covi d - 19

H4: Satisfaction consumer influential positive And significant to decision purchase at PT. Alunicorns in period the Covid-19 pandemic.

H5: Digital marketing influential positive And significant to decision purchase on PT. Alunicorns in period the Covid-19 pandemic.

H6: Quality service influential positive And significant to decision purchase on PT. Alunicorns in period the Covid-19 pandemic.

H7: Quality product influential positive And significant to decision purchase on PT. Alunicorns in period the Covid-19 pandemic.

H8: Digital marketing has a positive and significant indirect effect to decision purchase through satisfaction consumer as variable intervene on PT. Alunicorns in period the Covid-19 pandemic.

H9: Quality of service has a positive and significant indirect effect to decision purchase through satisfaction consumer as variable intervene on PT. Alunicorns in period the Covid-19 pandemic.

H10: Product quality has a positive and significant indirect effect to decision purchase through satisfaction consumer as variable intervene on PT. Alunicorns in period pandemic Covid-19.

Following Variable Identification along Indicator related

Table 1.
Identification Variable

Variable	Definition	Indicator
Digital marketing (X1)	Is an activity marketing or promotion something brands or product with use media digital (Sumarni, 2020)	1. <i>Accessibility</i> 2. <i>Interactivity</i> 3. <i>Entertainment</i> 4. <i>Credibility</i> 5. <i>Informativeness</i>
Quality Service (X2)	Give service which is fast and precise customer needs (Parasuraman, 2018)	1. <i>reliability</i> 2. <i>Responsiveness</i> 3. <i>assurance</i> 4. <i>Tangibles</i> 5. <i>Empathy</i>
Quality Product (X3)	Is characteristic And characteristics a good or service effect on his ability to satisfying need Which stated or implied (Kotler, 2019)	1. <i>performance</i> 2. <i>durability</i> 3. <i>Realiability</i> 4. <i>Features</i> 5. <i>Confession & Specifications</i>
Decision Purchase (Y)	Purchasing Decision is interest buy consumer where interest is something private and relate with attitude, individual Which interested to something object will have strength or encouragement For do series Act in demand For approach or get the object (Fitriana & Chadhiq, 2022)	1. stability on a product). 2. Method payment 3. Deep habit buy product
Satisfaction Consumer (Z)	It's a happy feeling or disappointed somebody compared to performance something product (Fadli & Pratiwi, 2021)	1. suitability hope 2. Interest revisit) 3. Willingness recommend

Source : Data researcher, 2022

RESULTS AND DISCUSSION

In this study's sub-chapter, the results of the descriptive analysis related to the respondents' demographic profile based on gender, age, and occupation are covered in depth. This, The analysis of the data from the study's respondents led to the following findings:

Table 2.

Information Respondents Based on Type Sex					
	Information	frequency	percent	Valid percent	Cummulative percent
<i>Valid</i>	Man	21	9,9	9,9	9,9
	Woman	228	90,1	90,1	100.0
	Total	249	100.0	100.0	

Source: Results Data Processing Use IBM SPSS 26, 2022

According to the survey results for this study, 228 people, or 90.1% of the respondents, identified as female. The remaining 25 persons, or 9.9% of the respondents, identified as male. According to data that reflect reality, more female respondents than male respondents answered questions about the consumer cosmetic product Alunicorn.

Table 3.

Information Respondents Based on Age					
	Information	frequency	percent	Valid percent	Cummulative percent
<i>Valid</i>	20 -24 Year	14,0	5,1	5,1	5,1
	25 - 29 Year	51,0	20,6	20,6	25,7
	30 -34 Year	121,0	48,6	48,6	74,3
	>34 Years	63,0	25,7	25,7	100.0
	Total	249	100.0	100.0	

Source: Results Data Processing Use IBM SPSS 26, 2023

While there are 121 persons who use Alunicorn cosmetic goods, with a percentage rate of 48.6, the bulk of them are between the ages of 3 and 4 years. The remainder of Alunicorn Cosmetics' subsequent product purchasers are between the ages of 35 and 65, with a percentage rate of 25.7.

Table 4.

Information Respondents Based on Level Work					
	Information	frequency	percent	Valid percent	Cummulative percent
<i>Valid</i>	Employee Private	139	54.9	54.9	54.9
	Self-employed	66	26,1	26,1	81.0
	Civil Servants	48	19.0	19.0	100.0
	Civil				
	Total	249	100.0	100.0	

Source: Results Data Processing Use IBM SPSS 26, 2022

Alunicorn consumer product cosmetics are listed in ascending order from most to least expensive. 54.9% of people who work as employees in the private sector, or 139 people, are also self-employed.

Table 5.
Response Respondents To Digital marketing

No	Indicator	SS		S		KS		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	DM1	61	24,1	111	43,9	75	29,6	6	2,4		
2	DM2	40	15,8	95	37,5	111	43,9	7	2,8		
3	DM3	47	18,6	89	35,2	110	43,5	7	2,8		
4	DM4	59	23,3	100	39,5	84	33,2	10	4,0		
5	DM5	47	18,6	102	40,3	97	38,3	7	2,8		
	Total	254.0	100.4	497.0	196.4	477.0	288.5	37.0	24,6	0.0	0.0

Source: Results Data Processing Use IBM SPSS 26, 2022

The most tall is on indicator DM1, which is as much as 61 people with a percentage as large as 24.1%, according to answer respondents to variable digital marketing, frequency respondents. Up to 111 respondents—representing a proportion of 43.9%—provided the highest agree response on the DM1 indicator. Data This explains why 61 respondents, the greatest number, said they were highly agree with the justification for connecting digital marketing to content marketing. Alunicorn's product cosmetics is supported by a large number of respondents who agreed with the statement that Alunicorn digital marketing goods cover all social media platforms that are often utilised by the general population (such as websites, Instagram, YouTube, Facebook, and tik tok).

Table 6.
Response Respondents To Quality Service

No	Indicator	SS		S		KS		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	KP1	79	31,2	96	37,9	68	26,9	8	3,2		
2	KP2	40	15,8	108	42,7	96	37,9	9	3,6		
3	KP3	47	18,6	127	50,2	71	28,1	8	3,2		
4	KP4	72	28,5	100	39,5	70	27,7	11	4,3		
5	KP5	65	25,7	114	45,1	66	26,1	10	4,0		
	Total	303	119.8	545	215,4	371	146.6	46	18,18	0	0

Source: Results Data Processing Use IBM SPSS 26, 2022

Response respondent to variable service quality, frequency respondent, which give response extremely agree most tall is on the KP1 indicator, which has a number of responses up to 79 individuals with a percentage of 31.2%. On indicator KP3, which has 127 respondents and a percentage of 50.2%, the frequency of respondents who gave a response and agreed with it the most is the tallest. The data demonstrates that the respondent's

response strongly supports the statement that the company is capable of fulfilling its promises in accordance with that delivered, including product delivery, customer service, giving commissions, etc. The responses of respondents who most strongly disagree are on indicators KP 4 and CP 5.

Table 7.
Response Respondents To Quality Product

No	Indicator	SS		S		KS		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	KPro1	70	27,7	113	44,7	58	22,9	12	4,7		
2	KPro2	48	19,0	111	43,9	81	32,0	13	5,1		
3	KPro3	68	26,9	111	43,9	63	24,9	11	4,3		
4	KPro4	60	23,7	118	46,6	63	24,9	12	4,7		
5	KPro5	73	28,9	123	48,6	50	19,8	7	2,8		
	Total	120	10,7	406	36,0	430	38,22	125	11,11	44	3,9

Source: Results Data Processing Use IBM SPSS 26, 2023

The frequency of respondents who give a very agreeable reaction is the most common, with 73 respondents (or a percentage of 28.9%) responding to the indicator KPRO5. Frequency KPRO5 indicators received a total of 123 replies from respondents, with a percentage of 48.6% representing the highest agreed response. Data the explain that response respondent highly justifiable linked quality product on product cosmetics Alunicorn proven with many respondents, which answer I pick product ALUNICORN since the product already has been confirmed by BPOM and is Halal certified by MUI.

Table 8.
Response Respondents To Satisfaction Consumer

No	Indicator	SS		S		KS		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	KK1	67	26,5	118	46,6	68	26,9				
2	KK2	47	18,6	136	53,8	70	27,7				
3	KK3	31	12,3	158	62,5	64	25,3				
	Total	145	57	412	163	202	80				

Source: Results Data Processing Use IBM SPSS 26, 2023

The most tall is on indication KK1 with amount response of as much as 67 people and percentage of 26.9%, which is response respondent to variables satisfaction consumer, frequency respondent, and response respondent who offer response extremely agree. On indicator KK3, which has 158 replies and a percentage of 62.5%, the frequency of respondents who offered a response agreed most strongly with the tall is 62.5%. The data shows that the respondent's response significantly supports the claim that Alunicorn cosmetic items are popular with consumers, as evidenced by the numerous respondents who

gave answers that strongly supported the claim that they were satisfied with the Alunicorn products' premium price and usability.

Table 9.
Response Respondents To Decision Purchase

No	Indicator	SS		S		KS		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	KPEMB1	56	22,1	140	55,3	57	22,5				
2	KPEMB2	90	35,6	113	44,7	50	20				
3	KPEMB3	63	24,9	142	56,1	48	19,0				
	Total	209	83	395	156	155	61				

Source: Results Data Processing Use IBM SPSS 26, 2023

When responding to the purchase decision variable, the KPEMB2 indication had the maximum number of highly agreeing responses, amounting to up to 90 respondents and a percentage of 35.6%. On the KPEMB3 indication, there are 142 respondents who gave the highest agree answer rate, with a percentage of 56.1%. Many respondents who responded strongly agreed with the statement that I was sure to buy Alunicorn cosmetic products through websites/online media during the Covid 19 pandemic was the right decision because of the simple method of payment, according to the data that explained how the respondents' answers strongly justified the decision purchase consumer product cosmetics Alunicorn. validity Discriminant indicates that two concepts must adequately demonstrate their conceptual differences. It implies that the indication is configured to merge as intended. No defining unidimensionality. Wrong The Pearson product moment correlation is one approach for validating claims. The test is administered by determining the pearson correlation (r) between the total score and the scores of each individual question item.

Table 10.
Results Test validity Discriminant And Correlation Between Variable

	KK	DM	KP	KPRO	KPEMB
KK	0.734				
DM	-0.028	0.860			
KP	0.324	0.159	0.851		
KPRO	0.163	0.118	0.346	0.800	
KPEMB	0.495	0.062	0.443	0.252	0.811

Source: Results Data Processing Use IBM SPSS AMOS 23, 2023

The square root of the AVE value is represented by the values in bold and on the diagonal line. that the correlation between the variables underneath it is less than the square root of AVE. This demonstrates that the validity discriminant of this study satisfies the requirements, and it can be concluded that all claims regarding each variable used in this research are true. The reliability test demonstrates how well a measuring tool can produce

results that are essentially the same if measurements are returned on identical objects. The allowable latent variable formation dimension for mark reliability is 0.70. Even if dependability is still acceptable at 0.6 to 0.7

Table 11.
Results Test validity Discriminant And Correlation Between Variable

Variable	Indicator	Construct reliability	Variances Extracted
Digital marketing (DM)	DM1	0.932	0.739
	DM2		
	DM3		
	DM4		
	DM5		
Quality Service (KP)	KP1	0.929	0.724
	KP2		
	KP3		
	KP4		
	KP5		
Quality Product (KPRO)	KPRO1	0.863	0.640
	KPRO2		
	KPRO3		
	KPRO4		
	KPRO5		
Variable.	Indicator	Construct reliability	Variances Extracted
Satisfaction Consumer (KK)	KK1	0.770	0.538
	KK2		
	KK3		
Purchase Decision (KPEMB)	KPEMB1	0.852	0.657
	KPEMB2		
	KPEMB3		

Source: Results Data Processing Use IBM SPSS AMOS 23, 2022

Results verify dependability Because each variable's own reliability is greater than 0.7, the latent variables for each subdimension demonstrate that all variables acted as size which dependable. Results of the variable extraction test Additionally, demonstrate that each latent variable is the consequence of a sizable sample size. Mark variances cut-off each variable bigger than 0.4, as can be shown.

Summary results *structural Equation Model (SEM)* can seen on table following This :

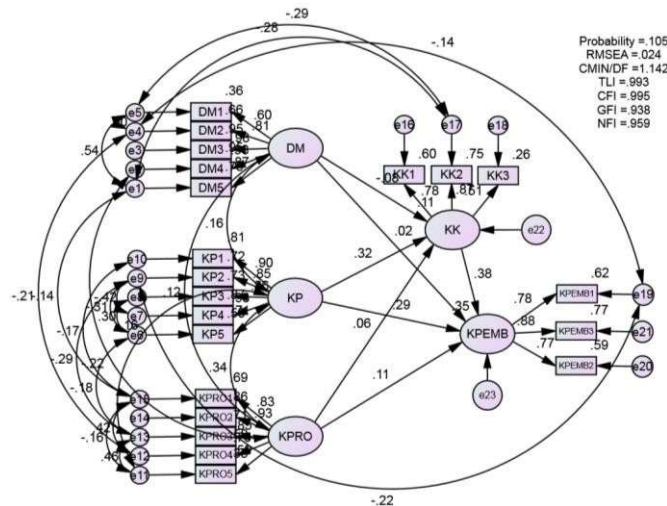
Table. 12.
Structural Equation Model (SEM)

goodness off fit Index	Off Value	Results Analysis	Evaluation Model
probability	≥ 0.05	0.105	Good
RMSEA	≤ 0.08	0.024	Good
CMIN/DF	≥ 0.05	1.142	Good
TLI	≥ 0.95	0.993	Good
CFI	≥ 0.95	0.995	Good
GFI	≥ 0.90	0.938	Good
NFI	≥ 0.95	0.959	Good

Source: Primary data processed, 2022

Based on the SEM test, a Probability value of 0.105 (≥ 0.05) was obtained to indicate a good fit model value, a RMSEA value of 0.024 (≤ 0.08) indicated a reasonable model matching, a CMIN/DF value of 1.142 (≥ 0.05) indicating a good model fit value, an TLI value of 0,993 (≥ 0.95) that indicates a good matching model rating, a CFI rating of 0.995 ($\geq$). From here dapatt concluded that this SEM model of the researchers corresponds with this research data.

Results processing data For analysis SEM displayed on picture following This:



Picture 2. Structural Equation Model (SEM)

Source : Data researcher (2022)

The p-value from the SEM test must be considered in order to conclude that each hypothesis is valid. This value must satisfy the requirements that are present.

A P value of 0.034 (significant at a significance level of 0.05/less than 0.05) value as high as 0.181 is revealed by the results of testing hypothesis 1. By doing this, we can demonstrate the favourable correlation between digital marketing and customer happiness.

A P value of 0.0677 (no significant at a significance level of 0.05/more than 0.05) is obtained from the results of testing hypothesis number two. According to mark, it can be inferred that hypothesis 2 in the study was rejected. This also explains why the quality of the service. No major and insignificant influence on consumer satisfaction.

The results of the test of hypothesis 3 indicate that mark P is large, at 0.022 (significant at 0.05/less than 0.05), with a value of 0.195. Consequently, it demonstrates that customer happiness and the role of service quality are strongly associated.

Results for the fourth hypothesis are significant at a significance level of 0.05 or below, with a mark P of large 0.000. Beta value 0.447. Thus, it can be inferred from these values that the study's fourth premise is accepted and that consumer pleasure has a considerable impact on purchasing decisions.

The mark P for the results testing hypothesis 5 is 0.015 (significant on level 0.05/not enough from 0.05). Size up at 0.195. As a result, it can be inferred from the values that the fifth hypothesis in this study—which describes how digital marketing influences positive and substantial purchase decisions—is accepted.

Pandemic Covid-19, which increases the validity of social distance It results in a limited flow of contact between human movement and the movement of goods, which causes the economic conditions of cosmetics industry actors to be unstable. A smooth logistics delivery, the ability to place limitless repeat orders from any location, and customer service that is sensitive to the needs of customers who cannot come to them directly for purchases are requirements for the cosmetics industry's challenge recovery businesses.

It is impossible to separate developments in digital marketing, service quality, and product quality that enable consumers to easily make purchases anywhere from economic recovery in the midst of the Covid-19 pandemic.

PT. Alunicorn's typical company has shown a drop in turnover during the Covid-19 epidemic, according to observational data. Because of the challenges in obtaining raw materials, transportation constraints, and public distrust of products, particularly in the cosmetics industry, it occurs. The company has a variety of options between those of its competitors, such as upgrading its marketing strategy or launching a new product line. A company that thrives adapts to its changing environment. Due to a pattern of prolonged silence in the public eye, the second phenomenon, namely the reduction in direct sales during the COVID-19 epidemic, is similar to the first. a home.

application of Scaled Social Restrictions Large (PSBB) or limitation of operating hours in certain places. Utilising sale e-commerce is one approach to maintain a firm and grow the share market. According to (Marketing et al., 2022) this is confirmed. E-commerce is a method of doing online retail sales. The 4Cs are connection, creation, consumption, and control. When it comes to digital marketing, Riyadi et al. (2019) define it as promotional activities and market research through media digital on the internet with the use of various means, like network social with use media social like marketing products via Instagram, Facebook, Twitter, and many more. There are several types of digital marketing to do product marketing, including publishing, product videos and photos on social media accounts heavily, where use media social customised with segment product, second make use of Facebook ads, Instagram ads, Twitter ads, Google display network, and other which easily accessed through media social and reach consumer with previously determined criteria; and third promote product through videos which broadcast thr

Enhancing Quality And Services While Fighting the COVID-19 Pandemic
Consumers should now use goods and services with greater caution. Consumers may lose faith in the products and services offered by businesspeople. According to Sukesu and Hadi (2012), a product's quality is determined by its capacity to satisfy the demands and preferences of consumers. For this reason, it's critical for businesses to consistently enhance their quality products while adapting to consumer need, want, and hope. By closely monitoring the production process and ensuring product hygienic and safety, product quality can be improved. Services that are good foster consumer pleasure and help them make purchasing decisions.

Because of the pandemic's economic effects, many parties are now compelled to plan their demands more carefully and count their expenses. Additionally, they took into account the growing trend of shopping digitalization, which fuels the two-way expansion of demand and supply in digital purchasing.

CONCLUSION AND SUGGESTION

This study offers proof that during the Covid-19 pandemic, digital marketing and product quality played a significant influence in boosting customer satisfaction at PT. Alunicorn.

However, because the average respondent chooses to acquire a product at least three

times, there is no affect on customer satisfaction for quality services at PT. Alunicorn. Additionally, this study demonstrates that customer happiness has a considerable impact on PT. Alunicorn's customers' purchase decisions. Additionally, it demonstrates a favourable association between consumer happiness and purchasing behaviour. Additionally, product quality and internet marketing play a big part in influencing consumers' purchase choices. Digital marketing, product quality, and purchase decisions all have an impact on consumers' pleasure, which is an important and advantageous factor. In contrast, no direct influence from the customer on the purchase choice exists for quality service.

PT. Alunicorn can respond to changing business conditions during a pandemic by adopting a strategy that has already been articulated and anticipated. Because business players who can survive are those who are receptive to change and capable of adapting themselves well to product, service, system marketing and selling nor technology use which support business, this is also true in the future.

Alunicorn PT able to maintain and further expand promotions using existing social media, able to provide a product of higher calibre at a reduced cost so that every customer feels content or satisfied when they shop. Alunicorn PT.

Alunicorn PT Additionally, in order to provide quality service that is even better and to foster a positive consumer perception, so that every customer has a positive shopping experience with PT Alunicorn.

Alunicorn PT Business owners should focus more on their employees' product knowledge so that they can teach them in the future to master the products that are offered. The study can then be expanded upon and developed using additional techniques or independent variables not included in the current study

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