

The Influence of Digital Marketing, Quality Product, and Brand Image on Purchasing Decisions of Sari Roti Among Students of Muhammadiyah University of Jember

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ABSTRACT

Objective: The aim of this research is to identify and analyze the influence of digital marketing, product quality, and brand image on purchasing decisions for Sari Roti among Muhammadiyah University Jember students. By understanding these factors, it is hoped that it can contribute to the development of a more effective marketing strategy for Sari Roti, as well as providing a better understanding of student consumer behavior. The targets to be achieved in this research are to contribute new knowledge in the field of marketing, especially regarding the factors that influence purchasing decisions for snack products among students, provide recommendations to the Sari Roti company regarding more effective marketing strategies to increase sales of its products, especially students, and test and develop existing theories related to the influence of marketing variables on consumer behavior. **Method:** This research uses quantitative research with a causal approach to test the independent variables (digital marketing, product quality, and brand image) against the dependent variable (purchasing decisions). The causal approach was chosen because it aims to determine the causal relationship between these variables. Data was collected through questionnaires distributed to 300 respondents. The data analysis technique used is multiple linear regression. **Results:** The research results show that digital marketing does not have a significant effect on purchasing decisions, product quality does not have a significant effect on purchasing decisions, and brand image has a significant effect on purchasing decisions. **Novelty:** This research provides new insights into the effectiveness of marketing strategies for snack products among students, particularly in understanding the limited impact of digital marketing and product quality while emphasizing the role of brand image in purchasing decisions.

INTRODUCTION

Management of a company means the activities planned and carried out by the company. Planning requires accurate strategies and skills to determine the plan. The planning management process of a company is very important, this includes preparing more innovative products, choosing the marketers that the company wants to hire, and promoting the products to potential buyers. Marketing management is a strategy to attract, retain, and increase consumers by creating and providing good sales quality (Vicky Braemae Kurmbaerae, 2021). As a bakery manufacturer, PT Nippon Indosaeri Caerpindo continues to develop its distribution system and expand its distribution network. Various promotional activities are carried out continuously to increase product sales and increasingly identify the bread brand in the minds of consumers.

The competition between companies is one of the most common issues in the business world. Each company is required to be able to create a good planning process so that they can succeed in competition and maintain the openness of their business in the world. marketing is a full-fledged activity in a company because it affects the development of the company and the company has a strategy. A well-organized

company will be able to change quickly. On the other hand, if the implementation is not carried out properly in a company, then the company will be unable to achieve its development. The marketing mix has an important role in influencing consumers to buy a product offered by the company (Taenveer et al., 2012), 2012). According to (Taenveer et ael., 2012) menggaebungkaen maerketing aertinya selengep aelaet penjuaelaen yaeng dipaekaei perusaehaeaeen to obtain taerget paesaer. The marketing strategy is an aspect of the marketing strategy that needs to be considered so that the implementation of the marketing strategy and positioning that has already been determined can be successful. The product development strategy is based on the 4P's, namely product, price, distribution and promotion. Therefore, companies that embrace the concept of marketing need to consider consumer behavior and the factors that influence purchasing decisions in the course of product marketing activities.

Sari Roti is a brand of bread owned by PT Nippon Indosaeri Corpindo, Tbk. Some of Saeri Roti's products include Roti Taewaer Spesiael 6 Slices, Roti Taewaer Keju, Saendwich Coklaet Filling, Saendwich Peanut Cream Filling, Chiffon Cup Caeke Straewberry, Chiffon Cup Caeke Paendaen, Chiffon Cup Caeke Coklaet, Mix Fruit Sandwich, Vaenillae Coklaet Cream Sandwich, Coklaet Cream Sandwich, Cheese Cream Sandwich, and several other products. Saeri Roti's commitment to the production process, from the selection of quality ingredients, to the processing and distribution process, is carried out professionally by experts in the field, making Saeri Roti the preferred choice for the Indonesian family. The following is the schedule of Saeri Roti's 2018-2022 year of sales.

Table 1. Sari roti sales 2018-2023.

Year	Sales	Description
2018	2767	Increase
2019	3337	Increase
2020	3212	Decrease
2021	3288	Increase
2022	3935	Increase

The development of bakery sales from 2018 to 2022 experienced an increase and a decrease, from 2018 to 2019 the sales experienced an increase but from 2020 to 2020 there was a decrease, and from 2021 to 2022 there was an increase in sales again. Hael yaeng yaeng needs to be considered in the sales of a product to attract consumers aedaelaeh by continuing to maintain product quality, increasing product promotion both offline and online through digitael maerketing, as well as maintaining the brand image (braend imaege) of the product itself.

Companies that produce similar products tend to be quite tight, while the competitors of Saeri Roti in Jember are as follows, namely Mr. Braead, Paeroti, My Roti, 5daeys croissaent. These brands are Saeri Roti's competitors in Kaebupaeten Jember who produce similar products. Nowadays, bakery products such as bread have a wide range of competitors who offer different types of breads, flavors, shapes of breads and the

quality of the bread that appeals to consumers. Therefore, companies need to understand consumer behavior in order to determine purchasing decisions through marketing, maintaining product quality and maintaining the brand of the product itself.

Having customers is not enough, companies also need to retain consumers and maintain sales stability. The company must have loyal customers to support its sustainability. Because the loyalty of a customer is very important for the company and becomes an asset. With the company having regular and loyal customers, these customers will make profits for the company (Handayani, 2015). With this background, this research is entitled "The Effect of Digital Marketing, Product Quality and Brand Image on Purchasing Decisions for Sari Roti Products for Students of Muhammadiyah Jember University".

RESEARCH METHOD

The object of respondents in this research is the consumers of bread at Muhammadiyah University of Jember, which is 300 respondents. The research sample collection was carried out using the non-probability sampling method, which is a technique for collecting samples that does not give the members of the population the same opportunity or opportunity to be selected as a sample. The criteria for respondents are that they have ever made a purchase of bread more than one shop. Primary data used in This research was obtained based on data collection techniques through questionnaires with closed-ended questions. closed questions. The measurement scale used is the Likert scale. Data analysis technique The data analysis techniques used are descriptive statistical analysis, validity test, reliability test, normality test, linearity test, heteroscedasticity test, simple linear regression analysis, simple normality, linearity test, heteroscedasticity test, simple linear regression analysis, t test and coefficient of determination analysis.

RESULTS AND DISCUSSION

Results

Data Instrument Test

Validity Testing

Table 2. Validity test.

No	Indikator	Kriteria 1		Kriteria 2		Keterangan
		r hitung	r tabel	Sig	Alpha	
Digital Marketing (X1)						
1	X1.1	0,719	0,113	0,000	0,05	Valid
2	X1.2	0,836	0,113	0,000	0,05	Valid
Quality Product (X2)						
1	X2.1	0,697	0,113	0,000	0,05	Valid
2	X2.2	0,674	0,113	0,000	0,05	Valid
3	X2.3	0,672	0,113	0,000	0,05	Valid
4	X2.4	0,524	0,113	0,000	0,05	Valid

Brand Image (X3)						
1	X3.1	0,766	0,113	0,000	0,05	Valid
2	X3.2	0,705	0,113	0,000	0,05	Valid
3	X3.3	0,678	0,113	0,000	0,05	Valid
4	X3.4	0,665	0,113	0,000	0,05	Valid
Keputusan Pembelian (Y)						
1	Y1.1	0,712	0,113	0,000	0,05	Valid
2	Y1.2	0,760	0,113	0,000	0,05	Valid
3	Y1.3	0,697	0,113	0,000	0,05	Valid
4	Y1.4	0,420	0,113	0,000	0,05	Valid
5	Y1.5	0,638	0,113	0,000	0,05	Valid

Sumber : Data Diolah 2024

Based on the above, it shows that each of the indicators on the total score of each variable shows that the results are valid, because the r count $>$ r table (0.113) and the significance value is $0 < 0.005$ so it can be concluded that all items are valid.

Reliability Testing

Table 3. Reliability test.

Variabel	Nilai Cronbach Alpha	Standart Alpha	Keterangan
Digital Marketing (X1)	0,816	0,60	Reliabel
Quality Product (X2)	0,736	0,60	Reliabel
Brand Image (X3)	0,780	0,60	Reliabel
Keputusan Pembelian (Y)	0,760	0,60	Reliabel

Sumber : Data Diolah 2024

Based on the table in the table, it can be concluded that the results of the reliability test on all items are reliable with Cronbaech Aelphae values of 0.816, 0.736, 0.780, 0.760 $>$ 0.60 and concluded that all items are reliable.

Incremental Line Development Testing

Table 4 Multiple linear regression test.

Variabel	Koefisiensi Regresi	Standart Ekor
(constant)	8,222	1,036
Digital Marketing (X1)	-0,016	0,095
Quality Product (X2)	0,228	0,055
Brand Image (X3)	0,580	0,070

It is known that the general conditions for linearized regression are :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 8,222 - 0,016 + 0,228 + 0,580$$

The following is an explanation of the results of the lineaeysis regression equation:

- a. The constant value is 8.222, which means that if the quaelity product and braend imaege value is 0, then the value of the aekaen purchase decision is the same as the constant value, which is 8.222.
- b. $\beta_1 X_1$ (regression coefficient value of digitael maerketing), equal to - 0.016 shows that the value of digitael maerketing has a positive influence on the buyer's decision (Y). It means that the increase of 1 percentage point of the value of the newsletters influences the purchase decision by - 0.016.
- c. $\beta_2 X_2$ (coefficient value of quaelity product), equal to 0.228 shows that the vaeriaebel quaelity product has a positive effect on the purchase decision (Y). It means that one percent increase in the value of the quality product will affect the purchase decision by 0.228.
- d. $\beta_3 X_3$ (value of braend imaege), equal to 0.580 shows that the vaeriaebel braend imaege has a positive effect on the purchase decision (Y). It means that one percent of the value of the quaelity product has an impact on the purchase decision of 0.580.

Data Instrument Testing

Normality Testing

Table 5. Normality test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		300
	Mean	.00000
Normal Parameters ^{a,b}		00
	Std. Deviation	1.88046579
	Absolute	.099
Most Extreme	Positive	.084
	Negative	-.099
Kolmogorov-Smirnov		1.714
Asymp. Sig. (2-tailed)		.006

a. Test distribution is Normal.

b. Calculated from data.

Sumber : Daetae Diolah 2024

The table above shows that the normal probaebility plot contained in the figure shows that the points spread around the diagonal line and follow the direction of the histogram line, this indicates that the residuals are normally distributed.

Multiple Collinearity Testing

Table 6. Multicollinearity test.

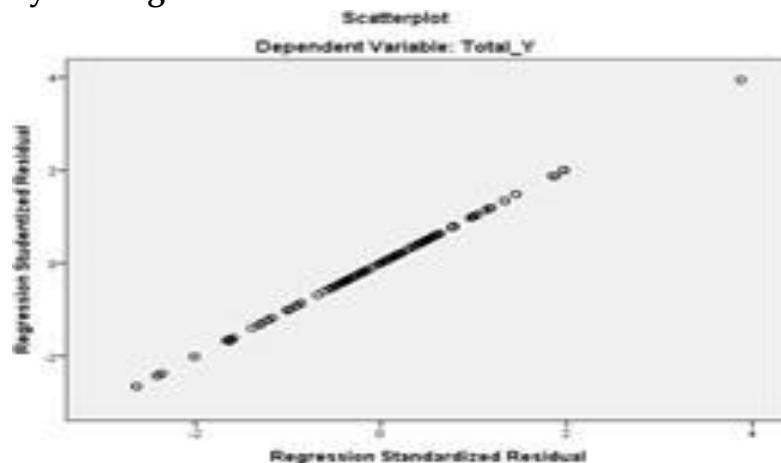
Variabel	Tolerance	VIF	Keterangan
Digital Marketing (X1)	0,788	1.269	Tidak Ada Multikolinearitas
Quality Product (X2)	0,733	1.364	Tidak Ada Multikolinearitas
Brand Image (X3)	0,598	1.672	Tidak Ada Multikolinearitas

Sumber : Data Diolah 2024

The table above shows that the VIF value in the independent variables is less than 10, while the tolerance of the independent variables is > 0.100 , which means that there is no correlation between the independent variables.

Thus it can be concluded that the regression model in this study does not have multicollinearity symptoms.

Heteroscedasticity Testing



Sumber : Data Diolah 2024

Figure 1. Heteroscedasticity test.

Looking at the scaetter plot graph shows that the data distribution does not form a certain pattern or spread randomly. Thus it can be concluded that in the residuals there are no symptoms of heteroskedaestisitaes (assumptions are met).

Hypothesis Testing

T-testing

Tabel 7. Uji T.

Variabel	t hitung	t tabel	Sig
Digital Marketing (X1)	-0,173	1,650	0,893
Quality Product (X2)	4,152	1,650	0,000
Brand Image (X3)	8,316	1,650	0,000

Sumber : Data Diolah 2024

Based on the table, the following conclusions can be drawn:

- a. Influence of Digital Marketing (X1) on Purchasing Decisions
The results of the t test show a significance value of $0.893 > 0.05$, meaning that there is no effect of digital marketing on the buyer's decision. It can also be seen that the t count $>$ t table is $-0.173 > 1.650$, so based on the results of the significance test and the t table, it can be concluded that there is no significant influence of the variable digital marketing on the buyer's decision.
- b. Effect of Product Quality (X2) on Buyer Decisions
The t test results show that the significance value of $0.000 > 0.05$ means that there is an influence of quality product on buyer decisions. It is also possible to see t count $>$ t table of $4.152 > 1.650$ so that based on the results of the significance test and the value of t count, it can be concluded that there is a significant influence of the variable quality product on the buyer's decision.
- c. Influence of Brand Image (X3) on Purchasing Decisions
The t test results show a significance value of $0.000 < 0.05$, meaning that there is an influence of brand image on the buyer's decision. It can also be seen that the t count $>$ t table is $48.316 > 1.650$, so based on the results of the significance test and the t count, it can be concluded that there is a significant influence of brand image on the buyer's decision.

F Test (Simultaneous)

Table 8. F Test (Simultaneous).

F hitung	F tabel	Sig	Keterangan
63,420	2,635	0,05	Signifikan Secara Simultan

Sumber : Data Diolah 2024

Based on the table in the table, it is known that the significance value for the influence of digital marketing (X1) quality product (X2), brand image (X3) on the purchase decision (Y) is $0.000 < 0.05$. The calculated f value is $63.420 >$ the calculated f value of 2.635 . This proves that the influence of digital marketing (X1), product quality (X2), brand image (X3) on the purchase decision (Y) is significant and simultaneous.

Conclusion Constant Tester (R²)

Table 9. Determination coefficient test.

Kriteria	Koefisiensi
R	0,626
R Square	0,391
Adjusted R Square	0,385

Sumber : Data Diolah 2024

It shows that the value of the Adjusted R Square is 0.385 or 38.5% of the change in the purchase decision shows the value of the digital marketing (X1), quality product (X2) and brand image (X3), while the remaining 61.5% is a result of other variables, such as the decision of the buyer and the investment affected by the development of other products.

Discussion

Digital Marketing is a series of marketing strategies that utilize digital technology to promote products, services or brands. Simply put, it is a modern way to reach consumers through the internet and various other digital platforms. Meanwhile, based on data analysis and processing using SPSS 22 (Siti Gurnita, 2023) with the title "The Influence of Product Quality, Price Perception and Digital Marketing on Purchase Decisions for Scarlett Whitening Products (Study of Pakuan University FEB Management Students)" it is known that Digital Marketing does not significant influence on the Purchasing Decision Process. These results can be seen by looking at the results of the t test, where the sig value is 0.750. The sig value is greater than 0.05 ($0.750 > 0.05$) with a calculated t value of 0.319 which is smaller than the t table of 1.986 ($0.319 < 1.986$). So it can be concluded that H0 is accepted and H1 is rejected, meaning that Digital Marketing has no significant effect on the Purchasing Decision Process. Based on the results of the t test, it shows a significance value of $0.802 > 0.05$, meaning there is no influence of digital marketing on purchasing decisions. This can also be seen from t count $>$ t table of $0.251 > 0.179$, so based on the results of the significant value test and t count value it can be concluded that there is no influence from digital marketing variables on purchasing decisions. Apart from the author by (Listania, 2023) with title "The Influence of Digital Marketing and Promotion on Purchasing Decisions at the BEAU Jatibening Bekasi Store" Digital Marketing has no influence and is not significant on Purchase Decisions at the BEAU Jatibening Bekasi store. This is proven by the results of the t test which obtained a t-count value of $-0.166 <$ t-table of 2.052, rejected with a significance level of 5% ($0.869 > 0.05$). This means that the more Digital Marketing that is carried out, the Purchasing Decisions will increase and vice versa.

Research conducted by (Syaifuddin, 2024) with the title "The Influence of Product Quality on Purchasing Decisions at PT. Elco Indonesia Sejahtera" can be concluded that product quality has a significant influence on consumer purchasing decisions at PT. Elco Indonesia Prosperous. The findings show a strong positive relationship between product quality and purchasing decisions. A high correlation coefficient indicates that improving product quality significantly contributes to improving purchasing decisions, and vice versa. Research also confirms that product quality plays a key role with a large influencing contribution. These results indicate that more than half of the variation in purchasing decisions can be explained by product quality variables. Therefore, PT. Elco Indonesia Sejahtera can gain significant benefits by focusing on improving the quality of their products. Based on the results of the t test, it shows that the significance value is $0.000 > 0.05$, meaning that there is an influence of product quality on purchasing decisions. This can also be seen t count $>$ t table of $4.152 > 1.650$ so based on the results of the significant value test and t count value it can be concluded that there is an influence of the product quality variable on purchasing decisions.

Research conducted by (Aditya Julita Sari, 2022) with the title "The Influence of Brand Image on Consumer Purchasing Decisions: Case Study of Green Marketing Variables and the Brand Ambassador of UMKM Ngudi Rejeki Kelorida" found that brand

image has a sig value of 0.000, which means it is smaller than 0,05, so it can be said that this variable has a positive influence on purchasing decisions. Then (Emed Humaedi, 2024) "The Role of Brand Image in Purchase Decisions for Mercedes Benz Cars" found that brand image was proven to influence purchasing decisions. The role of brand image has a very strong influence on purchasing Mercedes Benz. Based on the results of the t test, it shows a significance value of $0.000 < 0.05$, meaning that there is an influence of brand image on purchasing decisions. This can also be seen $t \text{ count} > t \text{ table}$ of $48.316 > 1.650$ so based on the results of the significant value test and t count value it can be concluded that there is an influence of the brand image variable on purchasing decisions.

CONCLUSION

Fundamental Finding : The study reveals three core findings related to purchasing decisions. Firstly, it is concluded that digital marketing does not have a significant influence on purchasing decisions, suggesting its limited role in the current consumer context studied. Secondly, product quality shows a significant positive influence, indicating that consumers place substantial emphasis on the tangible value and performance of products. Thirdly, image branding also demonstrates a significant influence, implying that the way a brand is perceived continues to play a crucial role in shaping consumer choices. **Implication :** These findings imply that businesses aiming to boost consumer purchasing decisions should prioritize enhancing product quality and strengthening their brand image. While digital marketing remains a popular tool in modern business strategies, its lack of influence in this context suggests that merely engaging in digital marketing efforts may not suffice unless accompanied by strong product performance and compelling brand perception. **Limitation :** This study is limited by its scope and context, possibly constrained by demographic, regional, or industry-specific factors that may not generalize to other consumer groups or markets. The insignificant role of digital marketing may also reflect limitations in how digital strategies were implemented or perceived in the sample population. **Future Research :** Future research should explore the conditions under which digital marketing might become more effective, including variables such as platform engagement, content type, or audience targeting. Additionally, comparative studies across different industries or regions could offer deeper insights into how digital marketing interacts with product quality and branding in shaping purchasing decisions.

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