
The Influence of Digital Marketing, Product Innovation, and Brand Image on Consumer Purchasing Decisions for Ayam Geprek Cendrawasih in Situbondo

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Abstract

This study aims to examine the influence of digital marketing, product innovation, and brand image on consumers' purchasing decisions. The study adopted a quantitative approach using a Likert scale measurement. The population consisted of all consumers who had purchased and dined at Ayam Geprek Cendrawasih in Situbondo, although the exact population size was unknown. Data were collected through questionnaires measured using a Likert scale and analyzed with SPSS version 23. Based on the results of the F-test, the calculated F-value ($F = 46.439$) was greater than the F-table value ($df_1 = k - 1 = 4 - 1 = 3$; $df_2 = n - k = 100 - 4 = 96$; $F_{table} = 2.699$), indicating that $F_{calculated} > F_{table}$. Furthermore, the significance probability was lower than 0.05 ($0.000 < 0.05$). Therefore, H_4 was accepted, indicating that digital marketing (X_1), product innovation (X_2), and brand image (X_3) simultaneously have a positive and significant effect on consumers' purchasing decisions (Y). The results also showed that the calculated test statistic (46.493) exceeded the critical value (2.70), confirming that digital marketing, product innovation, and brand image significantly influence consumers' purchasing decisions. The adjusted R-square value was 0.579 (57.9%), indicating that digital marketing, product innovation, and brand image collectively explained 57.9% of the variance in consumers' purchasing decisions. The remaining 42.1% was influenced by other factors that were not examined in this study.

Keywords: Digital Marketing, Product Innovation, Brand Image, Purchase Decision

INTRODUCTION

The rapid advancement of science and technology has led to various innovations aimed at attracting consumers' attention to marketed products. These innovations encompass multiple aspects, including purchasing methods, purchasing locations, and the taste of the products offered. Consequently, promotional strategies require businesses to publicize their products through both online and offline channels while emphasizing the unique characteristics that differentiate their products from competitors (Nisa, Prihatminingtyas, & Agustim, 2022).

Harahap and Adeni (2020) explained that social media in Indonesia experienced rapid growth in 2020, particularly in information and communication technology. This development has enabled information to be disseminated quickly and accessed easily through platforms such as Instagram, YouTube, Line, WhatsApp, Twitter (X), TikTok, and blogs. Furthermore, various online platforms, including Gojek and GoFood, have become widely used for online sales. Advances in internet technology have transformed consumers' lifestyles and purchasing behavior (Liu & Tsai, 2010). Consumers have increasingly shifted toward online shopping and have shown greater interest in digital purchasing activities. As a result, businesses employ various promotional strategies to attract consumer interest, with digital promotion being one of the most effective approaches.

According to Batu et al. (2019), digital marketing refers to the use of the internet and other interactive technologies to disseminate information and facilitate digital transactions. It encompasses all marketing activities that utilize digital networks and technologies to achieve business objectives. In today's competitive environment, a thorough understanding of consumers' wants and needs has become essential for companies seeking long-term success. Effective digital marketing strategies require not only a deep understanding of consumer behavior but also the ability to design marketing approaches that align with technological developments and current market trends.

The Indonesian government continues to encourage the growth of the creative economy, prompting business owners to adopt positive, creative, and innovative strategies. Ayam Geprek Cendrawasih, a culinary business specializing in various flavored fried chicken products, emphasizes the importance of product innovation. Continuous product innovation enables the company to reach diverse market segments, expand its market coverage, and compete effectively with similar businesses. Therefore, companies are expected to continuously develop and introduce competitive products that meet evolving consumer preferences.

Hardianto (2022) stated that consumers' purchasing decisions have a significant impact on a company's sales performance. Consumers decide to purchase products for various reasons, including the influence of social media advertising, product taste, and product quality. Some consumers make purchasing decisions based on their needs, while others are motivated by products that have become viral on social media or by brands with strong recognition. Curiosity about a particular brand also encourages consumers to make purchases. Agustim (2010) argued that a purchase decision is formed through the consumer's selection of a particular product among available alternatives.

Schiffman and Kanuk (2008) further suggested that consumers with limited experience regarding a particular product tend to rely on brands that are familiar to them or have established a positive reputation. This highlights the importance of strengthening brand image, enabling companies to create favorable and lasting impressions in consumers' minds. According to Agustim (2010), companies can leverage a positive brand image to optimize product development and achieve substantial business profits. Brand perception is crucial because it influences both corporate reputation and consumers' decisions to try and purchase products.

Located on Basuki Rahmat Street, opposite Situbondo Town Square, Ayam Geprek Cendrawasih has experienced rapid growth since its establishment in early 2020 and has positioned itself as one of the leading culinary brands in Situbondo. By offering a modern dining concept at affordable prices, the restaurant primarily targets high school and university students, as reflected by its strategic location near schools and university campuses.

The findings of Alfiyah and Aminah (2023) indicate that digital marketing, product innovation, and real estate development significantly influence purchasing decisions. Based on the preceding discussion, this study addresses the following research questions: **(1)** How does digital marketing influence consumers' purchasing decisions at Ayam Geprek Cendrawasih? **(2)** How does product innovation affect consumers' purchasing decisions at Ayam Geprek Cendrawasih in Situbondo? **(3)** Does consumers' perception of the brand influence their purchasing decisions? **(4)** Do digital marketing, product innovation, and brand image collectively influence consumers' purchasing decisions at Ayam Geprek Cendrawasih? To answer these questions, this study investigates the relationships among digital marketing, product innovation, and brand image and examines their effects on consumers' purchasing decisions at Ayam Geprek Cendrawasih in Situbondo.

Based on the foregoing discussion, this study proposes the following hypotheses:

- H1:** Digital marketing has a positive and significant effect on consumers' purchase decisions at Ayam Geprek Cendrawasih.
- H2:** Product innovation has a significant positive effect on consumers' purchase decisions at Ayam Geprek Cendrawasih.
- H3:** Brand image has a positive and significant effect on consumers' purchase decisions at Ayam Geprek Cendrawasih.
- H4:** Digital marketing, product innovation, and brand image simultaneously have a positive and significant effect on consumers' purchase decisions at Ayam Geprek Cendrawasih

RESEARCH METHOD

This study adopted a quantitative approach using a Likert scale as the primary measurement instrument. The study population consisted of all consumers who had dined at Ayam Geprek Cendrawasih in Situbondo, although the exact population size was unknown. The required sample size for an unknown population was determined using the formula proposed by Zahrowati and Suparwati (2018) with a 95% confidence level. A sample of 100 respondents was selected, with a margin of error of less than 5% (0.05), which was considered sufficient to represent the target population. The study employed a

purposive sampling technique, in which only consumers who had previously dined at Ayam Geprek Cendrawasih in Situbondo were eligible to participate in the survey.

RESULTS AND DISCUSSION

To examine the effects of digital marketing, product innovation, and brand image on consumers' purchase decisions, several statistical tests were conducted. This included validity testing and reliability testing.

Validity Test

The validity of the research instrument was assessed statistically using SPSS. Based on the SPSS output (see Appendix), all questionnaire items were declared valid because they met the required significance level of 5%. Instrument validity reflects the extent to which the questionnaire accurately measures the constructs it is intended to assess. An item is considered valid when the calculated correlation coefficient (r -calculated) exceeds the critical value (r -table).

In this study, the sample consisted of 100 respondents. The critical value of r -table was determined using the degree of freedom formula ($df = n - 2 = 98$) with a significance level of $\alpha = 0.05$, resulting in an r -table value of 0.198. The validity test results are presented below.

Table 1.
Validity Test Results for the Digital Marketing Variable (X1)

Item	r -calculated	r -table	Significance	Result
1	0.468	0.198	0.05	Valid
2	0.720	0.198	0.05	Valid
3	0.690	0.198	0.05	Valid
4	0.667	0.198	0.05	Valid
5	0.668	0.198	0.05	Valid

The SPSS results indicate that all questionnaire items measuring Digital Marketing (X1) have r -calculated values greater than r -table (0.198). Therefore, all items are considered valid.

Table 2.
Validity Test Results for the Product Innovation Variable (X2)

Item	r -calculated	r -table	Significance	Result
1	0.710	0.198	0.05	Valid
2	0.720	0.198	0.05	Valid
3	0.736	0.198	0.05	Valid
4	0.764	0.198	0.05	Valid
5	0.762	0.198	0.05	Valid

As shown in Table 2, all questionnaire items for Product Innovation (X2) have r -calculated values greater than r -table, indicating that every item is valid.

Table 3.
Validity Test Results for the Brand Image Variable (X3)

Item	r-calculated	r-table	Significance	Result
1	0.736	0.198	0.05	Valid
2	0.751	0.198	0.05	Valid
3	0.809	0.198	0.05	Valid
4	0.743	0.198	0.05	Valid
5	0.694	0.198	0.05	Valid

Table 3 demonstrates that all items measuring Brand Image (X3) have r-calculated values exceeding the r-table value, confirming that all questionnaire items are valid.

Table 4.
Validity Test Results for the Purchase Decision Variable (Y)

Item	r-calculated	r-table	Significance	Result
1	0.741	0.198	0.05	Valid
2	0.823	0.198	0.05	Valid
3	0.812	0.198	0.05	Valid
4	0.835	0.198	0.05	Valid
5	0.718	0.198	0.05	Valid

The results indicate that all questionnaire items measuring Purchase Decision (Y) have r-calculated values greater than the critical value (0.198). Therefore, all items are considered valid.

Reliability Test

To evaluate the internal consistency of the questionnaire, a Cronbach's Alpha reliability test was conducted. Cronbach's Alpha is one of the most widely used methods for assessing the reliability of research instruments. Following the recommendation of Malhotra (2008, p. 235), a Cronbach's Alpha coefficient greater than 0.60 indicates acceptable reliability.

Table 5.
Reliability Test Results

No.	Variable	Cronbach's Alpha	Threshold	Result
1	Digital Marketing	0.758	0.60	Reliable
2	Product Innovation	0.789	0.60	Reliable
3	Brand Image	0.792	0.60	Reliable
4	Purchase Decision	0.803	0.60	Reliable

As presented in Table 5, the Cronbach's Alpha values for all research variables exceed the minimum threshold of 0.60. Specifically, Digital Marketing achieved a reliability coefficient of 0.758, Product Innovation 0.789, Brand Image 0.792, and Purchase Decision 0.803. These findings indicate that the questionnaire possesses satisfactory internal

consistency and can therefore be considered reliable for measuring the constructs examined in this study.

Multiple Linear Regression Analysis

Based on the results presented in Table 6, the multiple linear regression equation can be formulated. The results of the multiple linear regression analysis are shown below.

Table 6.
Results of Multiple Linear Regression Analysis

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2,417	1,595		1,516	,133
	X1	-,039	,085	-,036	-,463	,644
	X2	,419	,096	,396	4,366	<,001
	X3	,494	,093	,470	5,328	<,001

a. Dependent Variable: Y

Based on the SPSS output, which examined the effects of digital marketing, product innovation, and brand image on consumers' purchase decisions, the multiple linear regression equation is expressed as follows: $Y = 2,417 + (-0,039) X1 + 0,419 X2 + 0,494 X3 + e$

Coefficient of Determination (R²)

According to Priyatno (2013), the coefficient of determination analysis is used to determine the proportion of variance in the dependent variable explained by the independent variables. In simple regression analysis, the **R Square** value is used, whereas in multiple regression analysis, the **Adjusted R Square** value is considered more appropriate.

Table 7.
Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,769 ^a	,592	,579	1,68863

a. Predictors: (Constant), X3, X1, X2

As shown in Table 7, the Adjusted R Square value is 0.579 (57.9%). This indicates that digital marketing, product innovation, and brand image collectively explain 57.9% of the variation in consumers' purchase decisions. The remaining 42.1% is explained by other variables that were not included in this study.

Hypothesis Testing

F-Test (Simultaneous Test)

The F-test is used to evaluate whether the independent variables simultaneously have a significant effect on the dependent variable at a significance level of 0.05 (Purnomo, 2016). The decision is based on a comparison between the calculated F-value (F-calculated) and the critical F-value (F-table), as well as the associated significance level.

Table 8.
F-Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	397,258	3	132,419	46,439	<,001 ^b
	Residual	273,742	96	2,851		
	Total	671,000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Based on the F-test results presented in Table 8, the calculated F-value (46.439) is greater than the critical F-value (2.699), where $df_1 = k - 1 = 4 - 1 = 3$ and $df_2 = n - k = 100 - 4 = 96$. Thus, $F_{\text{calculated}} > F_{\text{table}}$ ($46.439 > 2.699$). Furthermore, the significance value is less than 0.05 ($p < 0.001$). Therefore, H4 is accepted, indicating that digital marketing (X1), product innovation (X2), and brand image (X3) simultaneously have a positive and statistically significant effect on consumers' purchase decisions (Y). The results further confirm that the overall regression model is statistically significant ($F = 46.439 > F_{\text{table}} = 2.699$), demonstrating that digital marketing, product innovation, and brand image jointly influence consumers' purchase decisions.

t-Test (Partial Test)

The t-test (partial test) was conducted to determine whether digital marketing (X1), product innovation (X2), and brand image (X3) individually have a significant effect on consumers' purchase decisions (Y). The decision criteria were based on comparing the calculated t-value (t-calculated) with the critical t-value (t-table), as well as comparing the corresponding significance (p-value).

Table 9.
Results of the t-Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,417	1,595		1,516	,133
	X1	-,039	,085	-,036	-,463	,644
	X2	,419	,096	,396	4,366	<,001
	X3	,494	,093	,470	5,328	<,001

a. Dependent Variable: Y

Based on the results of the t-test presented in Table 9 and the decision criteria described above, the following conclusions were obtained:

Hypothesis 1

Based on the calculation results, the t-calculated value for the Digital Marketing (X1) variable was -0.463 , while the t-table value was 1.984 . In addition, the significance value was 0.644 , which is greater than 0.05 ($p = 0.644 > 0.05$). Therefore, H1 is rejected, indicating that digital marketing (X1) has a negative and statistically insignificant effect on consumers' purchase decisions (Y) at Ayam Geprek Cendrawasih in Situbondo.

Hypothesis 2

Based on the calculation results, the t-calculated value for the Product Innovation (X2) variable was 4.366 , while the t-table value was 1.984 ($t\text{-calculated} > t\text{-table}$). Furthermore, the significance value was 0.000 , which is less than 0.05 ($p < 0.05$). Therefore, H2 is accepted, indicating that product innovation (X2) has a positive and statistically significant effect on consumers' purchase decisions (Y) at Ayam Geprek Cendrawasih in Situbondo.

Hypothesis 3

Based on the calculation results, the t-calculated value for the Brand Image (X3) variable was 5.328 , while the t-table value was 1.984 ($t\text{-calculated} > t\text{-table}$). Moreover, the significance value was 0.000 , which is less than 0.05 ($p < 0.05$). Therefore, H3 is accepted, indicating that brand image (X3) has a positive and statistically significant effect on consumers' purchase decisions (Y) at Ayam Geprek Cendrawasih in Situbondo.

The Effect of Digital Marketing on Consumers' Purchase Decisions

Based on the calculation results, the t-calculated value for the Digital Marketing (X1) variable was -0.463 , while the t-table value was 1.984 . The significance value was 0.644 , which is greater than 0.05 ($p = 0.644 > 0.05$). Therefore, H1 is rejected, indicating that digital marketing (X1) has a negative and statistically insignificant effect on consumers' purchase decisions (Y). Accordingly, it can be concluded that digital marketing does not significantly influence consumers' purchase decisions at Ayam Geprek Cendrawasih. This finding suggests that the restaurant's digital marketing activities have not been sufficiently effective in encouraging consumers to make purchasing decisions.

The Effect of Product Innovation on Consumers' Purchase Decisions

Based on the calculation results, the t-calculated value for the Product Innovation (X2) variable was 4.366 , while the t-table value was 1.984 ($t\text{-calculated} > t\text{-table}$). Furthermore, the significance value was 0.000 , which is less than 0.05 ($p < 0.05$). Therefore, H2 is accepted, indicating that product innovation (X2) has a positive and statistically

significant effect on consumers' purchase decisions (Y). These findings suggest that continuous improvements in product quality, menu variety, taste, and innovation encourage consumers to purchase products from Ayam Geprek Cendrawasih.

The Effect of Brand Image on Consumers' Purchase Decisions

Based on the calculation results, the t-calculated value for the Brand Image (X3) variable was 5.328, while the t-table value was 1.984 (t-calculated > t-table). In addition, the significance value was 0.000, which is less than 0.05 ($p < 0.05$). Therefore, H3 is accepted, indicating that brand image (X3) has a positive and statistically significant effect on consumers' purchase decisions (Y). This finding demonstrates that a favorable brand image enhances consumer confidence and positively influences their decision to purchase products from Ayam Geprek Cendrawasih.

Simultaneous Effect of the Independent Variables

Based on the results of the F-test, the calculated F-value (46.439) exceeded the critical F-value (2.699), where $df1 = k - 1 = 4 - 1 = 3$ and $df2 = n - k = 100 - 4 = 96$ (F-calculated > F-table). Moreover, the significance value was 0.000, which is less than 0.05 ($p < 0.05$). These results indicate that digital marketing, product innovation, and brand image simultaneously have a positive and statistically significant effect on consumers' purchase decisions.

The magnitude of the combined influence of these three independent variables can be observed from the Adjusted R Square value. The analysis produced an Adjusted R Square of 0.579 (57.9%), indicating that digital marketing, product innovation, and brand image collectively explain 57.9% of the variation in consumers' purchase decisions. The remaining 42.1% is attributable to other factors that were not included in this study.

Among the three independent variables, brand image was found to have the strongest influence on consumers' purchase decisions, followed by product innovation, while digital marketing exhibited the weakest influence. These findings suggest that strengthening brand image and continuously introducing product innovations are more effective strategies for increasing consumers' purchase decisions than relying solely on digital marketing activities.

CONCLUSION

Based on the findings of this study, it can be concluded that digital marketing does not significantly influence consumers' purchase decisions. Respondents perceived that the information they received through online advertisements did not play an important role in influencing their purchasing decisions.

Product innovation has a positive and statistically significant effect on consumers' purchase decisions. The innovative features of Ayam Geprek Cendrawasih's products were perceived as playing a crucial role in influencing consumers' purchasing decisions.

Brand image also has a positive and statistically significant effect on consumers' purchase decisions. Consumers' confidence in the quality of Ayam Geprek Cendrawasih's

products and services positively influences their perceptions of the brand and their decisions to purchase its products.

Furthermore, the independent variables of product innovation and brand image collectively have a significant influence on consumers' purchase decisions at Ayam Geprek Cendrawasih.

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