



**THE INFLUENCE OF DIGITAL MARKETING, PRODUCT QUALITY,  
AND PRICE REGARDING THE DECISION TO PURCHASE CHESANG  
PRODUCTS BANANA FRY BLOATED**

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| ARTICLE INFO  | ABSTRACT   |
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| Accepted : 9 March 2025<br>Revised : 9 April 2025<br>Approved: 9 May 2025 | This study aims to examine the influence of Digital Marketing, Product Quality, and Price on Purchasing Decisions of Chesang Fried Kembung Banana products in Pekanbaru City. The population in this study consists of all consumers/customers who purchased Chesang Fried Kembung Banana products. The sampling technique used in this study is non-probability sampling with purposive sampling method, resulting in a sample of 110 consumers. The data analysis method used is multiple linear regression analysis using SPSS Version 26 software. The results show that there is a positive and significant influence between Digital Marketing on Purchasing Decisions. There is a positive and significant influence between Product Quality on Purchasing Decisions. There is a negative and significant influence between Price on Purchasing Decisions. There is a positive and significant simultaneous influence between Digital Marketing, Product Quality, and Price on Purchasing Decisions |
| Keywords: Digital Marketing, Product Quality, Price, Purchasing Decision  |  |

**INTRODUCTION**

The development of information and communication technology has brought major changes to the world of business and marketing. Digital transformation creates new opportunities and challenges for businesses in reaching and influencing consumers. In the digital era, companies are required to be able to utilize technology effectively in order to survive and compete in a dynamic market. One prominent strategy is the use of digital marketing as a means to create value, build relationships with consumers, and increase business competitiveness.

According to Kotler and Armstrong (2016), marketing is the process by which companies create value for consumers and build strong relationships to achieve mutual value. Similarly, Stanton, in Mursid (2017), emphasized that marketing encompasses all activities related to product management, pricing, promotion, and distribution to meet consumer needs. The use of digital media in

marketing activities is now essential, as it can expand market reach, reduce costs, and expedite transaction processes.

Digital marketing itself is defined as marketing activities that use internet-based media, such as websites, social media, blogs, and email, to build interactions between producers and consumers (Batu et al., 2019; Hisam et al., 2018). Haryanto and Azizah (2020) explain that digital marketing can increase promotional effectiveness because product information can be disseminated widely in a more cost- and time-efficient manner. Thus, digital marketing not only functions as a promotional medium, but also as a means to build brand image and loyalty.

In the Indonesian context, Micro, Small, and Medium Enterprises (MSMEs) are the sector that has benefited most from the development of digital marketing. MSMEs contribute significantly to the national economy, accounting for approximately 61% of Gross Domestic Product (GDP) and employing a large portion of the workforce (Ministry of Cooperatives and SMEs, 2023). In Pekanbaru City, the development of MSMEs also shows a positive trend, with the number of business actors increasing from 13,345 units in 2018 to 26,648 units in 2023 (Pekanbaru City Cooperatives and SMEs Office, 2024). This increase also demonstrates increasingly fierce competition in various sectors, particularly in the food and beverage (F&B) sector .

One of the MSMEs that has successfully utilized digital marketing to strengthen its market position is Chesang Pisang Goreng Kembang in Pekanbaru City. Through promotional strategies on social media such as TikTok and Instagram , Chesang is able to attract the attention of young consumers with creative content and attractive visuals. Besides digital marketing strategies, product quality and price factors are also a major focus in maintaining customer satisfaction. Based on the results of pre-research conducted on 25 respondents at two Chesang outlets, the majority of customers considered the digital marketing content interesting and credible, the product quality good, and the price offered according to the product quality.

These findings align with several previous studies showing the significant influence of digital marketing, product quality, and price on consumer purchasing decisions (Jaya et al., 2023; Solikhah et al., 2023; Susanti et al., 2024). This indicates that marketing success does not depend solely on a single factor but rather results from the synergy between digital promotional strategies, superior product quality, and competitive pricing.

Based on this description, it is important to conduct further research on the influence of digital marketing, product quality, and price on purchasing decisions of consumers of Chesang Banana Goreng Kembang in Pekanbaru City. This research is expected to contribute to the development of MSME marketing strategies to be more adaptive to changes in consumer behavior in the digital era .

## **LITERATURE REVIEW**

### **Digital Marketing**

Digital Marketing is a combination of human, psychological and technological factors which are expected to make someone more creative in using social media (Mulyono, 2013). According to Aryani (2021) digital indicator Marketing consists of Interactivity, Credibility, informative. Interactivity is related

to the ability of digital media to establish two-way communication between producers and consumers. Credibility is related to the level of consumer confidence in the truth and credibility of digital advertising information. Interactivity relates to the extent to which digital media presents relevant and accurate product information.

### **Quality Product**

Product quality is the ability of a product to perform its function, this includes the overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes (Kotler and Armstrong, 2012). According to Kotler and Armstrong, (2012) to measure product quality which can be seen from indicators of freshness, appearance, taste, innovation and service.

### **Price**

Swastha and Sukotjo (2000) in Milansari (2021) define the meaning of price as the amount of money needed to obtain a number of combinations of products. And service. According to Kotler and Armstrong, Sabran's translation (2012) in Korowa (2018) several indicator For measure price variables, namely price affordability, price suitability to product quality, price competitiveness, and price suitability to benefits.

### **Buying decision**

Kotler and Armstrong, (2012) define purchasing decisions as an individual activity that is directly involved in obtaining and using the goods offered. According to Kotler and Keller (in Melati and Dwijayanti, 2020) purchasing decision indicators include product choice, brand choice, distributor choice, purchase time, purchase amount, payment method.

### **Hypothesis Development**

#### **The Influence of Digital Marketing on Purchasing Decisions**

Digital marketing through social media and online advertising plays an important role in increasing brand awareness. Teece (2018) stated that digital marketing makes it easier for companies to build brand awareness among consumers, which is the first step in influencing purchasing decisions. Mangold & Faulds (2009) also emphasized that social media platforms like Instagram, Facebook, and Twitter effectively influence purchasing decisions through recommendations and the experiences of other users. Consumers trust reviews from fellow users more than conventional advertising.

H1: It is suspected that digital marketing has an influence on purchasing decisions.

#### **The Influence of Product Quality on Purchasing Decisions**

Fitzsimmons & Fitzsimmons (2014) defines product quality as the ability of a product to meet or exceed customer expectations and provide benefits through reliable features and functions . Good product quality creates positive experiences and increases consumer satisfaction. Research by Islmia & Purnomo (2022) shows that product quality has a positive and significant effect on repeat purchase

decisions. Situmeang et al. (2020) also found that product quality, brand image, and price significantly influence purchasing decisions.

H2: It is suspected that product quality influences purchasing decisions.

### **The Influence of Price on Purchasing Decisions**

Kotler (in Marketing Management ) states that price is the amount of money consumers pay to obtain a product, which also reflects the value and benefits received. Pricing needs to consider production costs, market demand, and consumer perceptions of value. Furthermore, prices encompass not only direct costs but also the time and effort invested in the purchasing process. Research by Jaya et al. (2023) found that price significantly influences purchasing decisions, as consumers consider price a primary factor in determining product choices.

H3: It is suspected that price influences purchasing decisions.

### **METHOD**

This research was conducted at the Chesang Pisang Goreng Kembang outlet located in Pekanbaru City. The research approach used is quantitative with a survey method by distributing questionnaires to respondents. The population in this study was all customers who had purchased Chesang Banana Goreng Kembang products in Pekanbaru City. Sampling was carried out using the purposive sampling method , with the respondent criteria being customers who had purchased the product and had seen the Chesang Pisang Goreng Kembang content via digital media. The sample determination refers to Hair's opinion in Ferdinand (2014), that the ideal sample size should be 100 or larger. One way to determine the number of samples that are not known with certainty is to multiply the number of indicators in the variables used in the study by 5 to 10, so that the number of research indicators is 18 plus the number of variables 4 then multiplied by 5, so that 110 respondents are obtained as the research sample.

This study has 4 research variables, the independent variable is Digital Marketing (X1), Product Quality (X2), Price (X3) and the dependent variable is Purchase Decision (Y). The Purchase Decision variable (Y) is defined as the stage when consumers are ready to make a purchase or exchange between money and ownership rights of goods/services (Kotler & Keller, 2016). The indicators include product choice, brand, distributor, time, purchase amount, and payment method (Wibowo & Priansa, 2017). Digital Marketing is a marketing activity using digital devices, the internet, and social media to influence consumer behavior (Kotler & Keller, 2016). The indicators include interactivity, trustworthiness, and informativeness (Aryani, 2021). Product quality describes the product's ability to fulfill its function, including performance, variety, reliability, service, and aesthetics, with indicators of taste, innovation, freshness, service, and appearance (Kotler & Armstrong, 2012). Price is the value that consumers exchange to obtain benefits from a product or service (Kotler & Keller, 2016). The indicators include affordability, suitability to quality, competitiveness, and suitability to benefits (Korowa, 2018).

The types of data used consist of primary data and secondary data. Primary data were obtained directly through the distribution of closed questionnaires with a five-level Likert scale, while secondary data were obtained from documentation

and other relevant supporting sources . Data analysis was carried out using descriptive and inferential statistical approaches. Instrument testing was carried out through validity and reliability tests to ensure the accuracy and consistency of the measuring instrument. Before testing the hypothesis, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests to ensure the feasibility of the regression model. The data analysis technique was carried out using multiple linear regression analysis. Hypothesis testing was carried out with a significance level of 5% through the F test for simultaneous effects, the t test for partial effects, and the coefficient of determination ( $R^2$ ) test to measure the ability of independent variables to explain variations in Purchasing Decisions.

## RESULTS AND DISCUSSION

### RESULTS

This study involved 110 respondents who were consumers of Chesang Banana Goreng Kembang products in Pekanbaru City. The majority of respondents were female (62%), aged 22–25 (38%), had an income below Rp1,500,000 (64%), and were students (47%). This indicates that Chesang's primary consumer segment is young people with lower-middle purchasing power.

#### Results of Instrument Validity and Reliability Tests

Validity testing is carried out by comparing the calculated  $r$  correlation value with the table  $r$ , with the results summarized in the following table:

**Table 1** . Results Test Validity

| Variables              | Number of Items | Range $r$ Count | $r$ Table | Information |
|------------------------|-----------------|-----------------|-----------|-------------|
| Digital Marketing (X1) | 3               | 0.564 – 0.785   | 0.187     | Valid       |
| Product Quality (X2)   | 5               | 0.663 – 0.812   | 0.187     | Valid       |
| Price (X3)             | 4               | 0.695 – 0.802   | 0.187     | Valid       |
| Purchase Decision (Y)  | 6               | 0.674 – 0.839   | 0.187     | Valid       |

Reliability testing was carried out using Cronbach's alpha with a value limit in the test of 0.6 with the following results:

**Table 2** Results Test Reliability

| Variables                     | Cronbach Alpha | Critical Value | Description |
|-------------------------------|----------------|----------------|-------------|
| <i>Digital Marketing (X1)</i> | 0.803          | 0.6            | Reliable    |
| Quality Product (X2)          | 0.870          | 0.6            | Reliable    |
| Price (X3)                    | 0.902          | 0.6            | Reliable    |
| Decision Purchase (Y)         | 0.787          | 0.6            | Reliable    |

#### Classical Assumption Test Results

The research data has fulfilled the classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, which indicates that the regression model is suitable for further analysis.

#### Hypothesis Test Results

Data management in this study used SPSS version 26 with the following results.

**Table 3 Results Test T (Partial)**

| <b>Variables</b>       | <b>Coefficient (B)</b> | <b>Beta</b> | <b>t count</b> | <b>Sig.</b> | <b>Information</b> |
|------------------------|------------------------|-------------|----------------|-------------|--------------------|
| Constant               | 41,926                 | -           | 13,134         | 0.011       | -                  |
| Digital Marketing (X1) | 0.395                  | 0.688       | 7,592          | 0,000       | Significant        |
| Product Quality (X2)   | 0.578                  | 0.630       | 6,866          | 0,000       | Significant        |
| Price (X3)             | -0.143                 | -0.258      | -3,258         | 0.003       | Significant        |

Based on data from table 3, can explain the relationship between variables independent of the dependent variable is as follows:

1. Digital Marketing  
Obtained mark t count amounting to 7,592 with significance 0.000. With Thus, it is known that the calculated t (7.592) > t table (1.983) or significance (0.000) < 0.05. This means that digital marketing has a positive and significant influence on purchasing decisions.
2. Quality Product  
Obtained mark t count amounting to 6,866 with significance 0.000. With Thus, it is known that the calculated t (6.866) > t table (1.983) or significance (0.000) < 0.05. This means that product quality has a positive and significant influence on purchasing decisions.
3. Price  
Obtained mark t count of -3.258 with significance 0.003. With Thus, it is known that the calculated t ( -3.258 ) > t table (1.983) or significance (0.003) < 0.05. with so meaning Price negative impact And significant to buying decision .

**Table 4. Results Test F (Simultaneous)**

| <b>Source</b>          | <b>F Count</b> | <b>Sig.</b> | <b>Information</b> |
|------------------------|----------------|-------------|--------------------|
| Model (X1, X2, X3 → Y) | 29,061         | 0,000       | Significant        |

From table 4, the F value is obtained The calculated value is 29.061 with a significance of 0.000. Thus, based on the results of the F test obtained F value calculated as 29,061 with a significance of 0.000, then F count (29,061) > F table (2,690) or significance (0.000) < 0.05. This means that digital marketing , product quality, and price together have a significant effect on purchasing decisions

**Table 5. Results of the Determination Coefficient (R<sup>2</sup>) Test**

| <b>R</b> | <b>R Square</b> | <b>Adjusted R Square</b> | <b>Information</b>   |
|----------|-----------------|--------------------------|--|
| 0.720    | 0.518           | 0.501                    | Variable X explains 50.1% of the variation in Purchasing Decisions |

Based on table 5, it shows that 50.1% of the variation in purchasing decisions can be explained by digital marketing variables, product quality and price, while the remaining 49.9% is explained by other variables not examined in this study.

## **DISCUSSION**

### **Influence Digital Marketing to Decision Purchase**

The study results show that digital marketing has a positive and significant influence on purchasing decisions for Chesang's puffed fried bananas in Pekanbaru City. This indicates that the more effective and intensive the digital marketing strategy implemented by Chesang through social media and other digital platforms, the higher the level of purchasing decisions made by consumers.

In the context of consumer behavior, digital marketing acts as an external stimulus that influences the decision-making process. When consumers receive information through social media or Chesang's digital platforms, they process it and compare it to their needs. If the information they receive aligns with their needs and preferences, they are more likely to make a purchase. Chesang consumers, predominantly aged 18-25 (73%), are a highly active group using social media and searching for product information online before making a purchase decision.

well-targeted digital marketing strategy can also create a positive image for Chesang. When consumers see that Chesang consistently By promoting quality products and providing accurate, clear, and complete information about prices, promotions, special offers, and how to order through digital platforms, they will build trust in the brand. This trust is a crucial factor. influence decision purchase, especially in industry food where consumers need reliable information regarding product quality and freshness.

This research aligns with previous research by Astuti and Abdullah (2017), which found that digital marketing significantly influences consumer purchasing decisions. The study demonstrated that interactivity, easy access to information, and effective digital communication strategies through social media have a direct impact on improving consumer purchasing decisions, particularly for food and beverage products.

These results are further supported by research by Arianty et al. (2016), which shows that digital marketing plays a significant role in influencing consumer purchasing decisions. The study found that optimal use of digital media, engaging content, and active interaction with consumers through online platforms can increase purchasing interest and strengthen customer loyalty to a product or brand.

It can be concluded that digital marketing plays a strategic role in influencing consumers' purchasing decisions for Chesang Banana Goreng Kembang. The more effective digital marketing is, the more positive its impact on purchasing decisions. Therefore, Chesang needs to continue developing its strategies. Innovative and targeted digital marketing, such as increasing engagement on social media, optimizing attractive visual content, and utilizing digital features such as online

ordering and digital promotions to increase sales volume and maintain long-term consumer loyalty.

### **Influence Quality Product to Decision Purchase**

The results of the study show that product quality has a positive influence and significantly influence the purchasing decision of Chesang Banana Goreng Kembang in Pekanbaru City. This indicates that the higher the product quality perceived by consumers, whether in terms of taste, freshness, innovation, service, or appearance, the higher the level of purchasing decisions made by consumers. This finding indicates that Chesang consumers pay close attention to the quality aspect in making their purchasing decisions.

Product quality acts as an intrinsic attribute and is a primary consideration in the alternative evaluation process. When consumers evaluate fried bananas, they assess various quality aspects, such as taste, freshness, and appearance. If the perceived quality meets or exceeds consumer expectations, they will be satisfied and likely to purchase and recommend the product to others. This is particularly important in the food industry, where word-of-mouth is a key factor in business success.

The strategy of maintaining consistent product quality can also create competitive differentiation for Chesang. In the competitive fried banana market in Pekanbaru City, quality product Which superior become differentiator main Which make Chesang is preferred over its competitors. Consistently serving warm, freshly fried, delicious fried bananas, along with friendly and courteous service, creates a positive experience. memorable for consumers. This positive experience is a key factor influencing repeat purchasing decisions and building long-term loyalty.

This research is in line with the results of previous research conducted by Tjiptono (2019) which stated that product quality has a significant influence. and positively impact consumer purchasing decisions in the food industry. The study shows that product quality dimensions such as taste, freshness, and consistency are determinants that significantly influence consumer satisfaction and purchasing decisions.

Another finding from Fahmi (2016) reinforces the importance of product quality as a key factor in consumer purchasing decisions. The study found that good product quality can increase consumer satisfaction and trust in a brand. The study emphasized that companies that consistently maintain product quality standards are more likely to retain customers and generate repeat purchases, thus providing a competitive advantage in the market.

It can be concluded that product quality plays a strategic role in influencing consumers' purchasing decisions for Chesang Banana Goreng Kembang. The more product quality is maintained and improved, the more positive the impact on purchasing decisions. Therefore, Chesang needs to continue to maintain and improve its quality. Standard quality product through election material standard Which quality, hygienic production processes, continuous product innovation, and training employees to provide the best service to increase customer satisfaction and maintain competitive advantage in the market.

### **Influence Price to Decision Purchase**

The results of the study indicate that price has a negative and significant influence on the purchasing decision of Chesang Banana Goreng Kembang in Pekanbaru City. This indicates that the higher the price set, the lower the level of consumer purchasing decision, and conversely, the lower or more affordable the price set, the higher the purchasing decision. These findings indicate that Chesang consumers are highly sensitive to price changes, so setting prices that are too high can reduce consumer purchasing interest.

This negative impact can be understood from the characteristics of Chesang consumers, who are predominantly students, university students, and those with lower-middle incomes (64% of respondents earn less than Rp 1,500,000). This market segment has high price sensitivity and limited purchasing power, so price increases will significantly impact their purchasing decisions. on segment This tend look for alternative product similar Which more cheap if the price of Chesang is considered too high or not in accordance with their economic capabilities.

The affordability indicator received the highest rating (4.31) in the descriptive analysis, which shows that consumers today This still consider Chesang's prices affordable. However, the regression results, which showed a significant negative effect, indicate that consumers still strongly consider price in their purchasing decisions. This emphasizes the importance of maintaining competitive and affordable prices to maintain and increase sales volume.

This research aligns with previous research by Aswad (2018), which found that price significantly influences consumer purchasing decisions. In the context of consumer goods with a recurring purchase cycle, such as fried bananas, consumers tend to be highly price-sensitive and will readily switch to competitors if they find a lower price with relatively similar quality.

This result is also reinforced by research by Cahya (2019) which examines the concept of perceived value by consumers, where purchasing decisions are influenced by by comparing the benefits received with the price paid. The study found that consumers with limited purchasing power will strongly consider price in their purchasing decision-making process. When prices are increased without a corresponding increase in perceived value or benefits, consumers will tend to reduce their purchase frequency or seek alternative products.

It can be concluded that price plays a strategic role in influencing consumer purchasing decisions for Chesang Banana Goreng Kembang, with a negative relationship. The higher the price set, the lower the consumer purchasing decision, and vice versa. Therefore, Chesang needs to maintain a competitive and affordable pricing strategy according to the purchasing power of the target market segment, conduct regular price evaluations by considering competitor prices and consumer economic conditions, and avoid significant price increases without being balanced by increasing product value or differentiation. The company can also create a value for money strategy through promotional programs, packaging, and promotional programs. bundling, or discounts to maintain price appeal in the eyes of consumers and increase loyalty in the long term.

### **Influence Digital Marketing, Quality Product And Price to Buying decision**

The results of the study indicate that digital marketing, product quality, and price simultaneously have a positive and significant influence on purchasing

decisions for Chesang Banana Goreng Kembang (Fried Banana Chips) in Pekanbaru City. This indicates that these three variables together are able to explain and predict consumer behavior. variation Which happen on decision purchase consumer. Findings This show that The regression model built is feasible and can be used to understand the factors that influence Chesang consumer purchasing decisions.

These three variables play an integrated role in influencing the purchasing decision-making process. Digital marketing It functions as a communication medium and information source that builds consumer awareness and interest in Chesang products. Product quality is the substance that meets consumer expectations and provides post-purchase satisfaction, which in turn encourages repeat purchases. Meanwhile, price is an economic consideration that determines product accessibility for the target market. These three elements work synergistically: digital marketing conveys information about product quality and competitive pricing, product quality validates promotions, and appropriate pricing ensures that quality products are affordable for target consumers.

A strategy that combines effective digital marketing , consistent product quality, and competitive pricing can create a sustainable competitive advantage for Chesang. In the competitive fried banana market in Pekanbaru City, the ability to... optimizing the three factors this is in simultaneously Digital marketing is the key to success. Digital marketing helps Chesang reach and communicate with target consumers, the majority of whom are young, active social media users. Social impact. Maintaining product quality provides a positive experience that encourages word-of-mouth and loyalty. Affordable prices ensure that products are accessible to the right market segments, especially students, and the general public. with limited purchasing power.

This research is in line with the results of previous research conducted by Firmansyah (2021) which stated that consumer purchasing decisions are influenced by a combination of various marketing mix elements. Working synergistically. The study shows that companies that are able to integrate digital marketing strategies, consistent product quality, and competitive pricing will be more effective in increasing consumer purchasing decisions. The simultaneous integration of these three elements creates added value. greater for consumers and strengthen product positioning in the market.

It can be concluded that digital marketing , product quality, and price simultaneously have a strategic role in influencing consumer purchasing decisions for Chesang Banana Goreng Kembang. The more optimal the integration of these three factors, the more positive the influence on purchasing decisions. Therefore, Chesang needs to develop an integrated marketing strategy that optimizes digital marketing to expand reach and increase consumer engagement , maintain and improve product quality standards consistently to meet consumer expectations, and set competitive yet profitable prices by considering the purchasing power of the target market. The implementation of this integrated strategy will help Chesang increase sales volume , expand market share, build consumer loyalty, and achieve sustainable business growth in Pekanbaru City

## **CONCLUSIONS**

Based on the research results, it can be concluded that digital marketing, product quality, and price have a significant influence on purchasing decisions for Chesang Banana Goreng Kembang in Pekanbaru City. Digital marketing and product quality have a positive influence, meaning that the better the digital strategy and the higher the product quality, the greater the consumer purchasing decision. Conversely, price has a negative effect, with price increases decreasing consumer purchasing interest. Simultaneously, all three variables have a positive and significant effect, indicating that the combination of an effective digital marketing strategy, good product quality, and affordable prices can increase consumer purchasing decisions.

### **IMPLICATIONS AND LIMITATIONS**

Based on the research results, several implications that can be suggested are that Chesang Pisang Goreng Kembang strengthen its digital marketing strategy by displaying more transparent content such as customer testimonials, production processes, and official account verification to increase consumer trust. Regarding product quality, continuous innovation is needed by introducing new flavor variants and involving consumers in the product development process. In terms of pricing, the company is advised to maintain competitive prices by implementing promotions, savings packages, and customer loyalty programs. Furthermore, increasing brand awareness is also important through digital campaigns and collaboration with local influencers to increase consumer loyalty to the Chesang brand. Future researchers are advised to add other variables such as brand image, service quality, or customer satisfaction to make the research results more comprehensive.

This study has limitations in that it only covers one research object, namely Chesang Pisang Goreng Kembang in Pekanbaru City, so the results cannot be generalized to similar businesses in other areas. Furthermore, the variables used only cover digital marketing, product quality, and price, while other factors that may also influence purchasing decisions are not further investigated. Future research is expected to expand the scope of the object, add research variables, and use a mixed methods approach for more accurate and in-depth results.

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