

# INFLUENCE OF DIGITAL MARKETING AND PRODUCT VARIATIONS WITH BRAND IMAGE AS MODERATING VARIABLES ON PURCHASE DECISIONS (Case study of Deta Yamaha Sukabumi)

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## Abstract.

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This study aims to find out (1) the effect of digital marketing on purchasing decisions, (2) the effect of product variations on purchasing decisions, (3) whether brand image can moderate the relationship between digital marketing and purchasing decisions, and (4) whether brand image can moderate the relationship between product variations and Purchase Decisions. This research uses descriptive associative quantitative approach. The population in this study are consumers who make purchases of motorbikes at the Deta Yamaha Sukabumi Dealer, the number of samples taken is 122 respondents. The sampling technique in this research is random sampling. The method of collecting data using a questionnaire method which is measured using a Likert scale. The analytical technique used in this research is path analysis and MRA which is processed using SPSS 25. The results show that there is a positive and significant influence between digital marketing on purchasing decisions with a path coefficient value of  $\beta = 0.724$ . There is a positive and significant effect between product variations on purchasing decisions with a path coefficient value of  $\beta = 0.642$ . Brand image is able to moderate and strengthen the influence of digital marketing on purchasing decisions with a Moderated Regression Analysis (MRA) value of 0.355. Brand image is able to moderate and strengthen the influence of product variations on purchasing decisions with a Moderated Regression Analysis (MRA) value of 0.532.

**Keywords:** digital marketing; product variation; brand image; purchase decision.

## I. INTRODUCTION

The development and progress of the automotive world, is the result of the development of an increasingly large business world. We can see this with the emergence of various goods and service industries in today's modern era. By looking at the population of Indonesia's population which continues to increase, this makes Indonesia a potential target market for the automotive industry. With the rapid advancement of the industrial sector, it is possible for companies to compete very tightly and make similar companies compete using marketing strategies and techniques that can make them superior in the automotive market. Especially motorcycles from year to year continue to grow, both in terms of engine sophistication, features, or others. Currently, there are five largest motorcycle manufacturers in Indonesia including Honda, Yamaha, Suzuki, Kawasaki and TVS. Marketing activities at this time have changed drastically following the dynamics that occur in the world. Many marketing activities are now carried out using digital media via the internet (Kamalaldin, Linde, Sjödin, & Parida [1]). Marketing using this method is becoming more and more in demand by consumers and is increasingly being carried out by companies providing products and services (Zhang, Shi, Liu, & Wu [2]).

One of the causes of changes in consumer behavior that is more interested in the digital world is due to the

Covid-19 virus pandemic (Wang, Hong, Li, & Gao [3]). Several regulations issued as a sign of the government's seriousness in fighting the Covid-19 pandemic are reflected in Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions in the context of Accelerating Handling of Corona Virus Disease 2019 (Covid-19) which was set on March 31, 2020; Minister of Health Regulation No. 9 of 2020 concerning PSBB Guidelines in the context of Accelerating the Handling of Covid-19 was set on April 3, 2020. Government regulations regarding social restrictions are carried out, causing many community activities to ultimately be carried out at home. Marketing and buying and selling activities are undeniably affected by these government regulations (Ding & Li [4]). This is reflected in the weakening of the economy in Indonesia because all activities, both industrial and trade activities, were restricted. Some companies have even experienced financial distress due to the Covid-19 virus pandemic (Raflis & Arita [5]). The weakening and worrying economic conditions, which Indonesia is currently experiencing due to the ongoing Covid-19 virus pandemic, are summarized by the Central Statistics Agency (BPS) in Indonesia's Economic Growth Quarter IV 2020 as follows. Indonesia's Economic Growth Quarter IV 2020, this year, Indonesia reached its lowest economic point in history since 2014. The economy experienced a minus 2.07% in gross

domestic product (GDP) growth. This condition has brought Indonesia into an economic recession, according to the Minister of Finance of the Republic of Indonesia Sri Mulyani (Kusuma [6]). Likewise, the trade and repair industry still shows a minus -3.72 figure. However, this apprehensive economic condition has actually been better than the previous quarter, namely the third quarter of 2020 which shows the growth value of the Gross Domestic Product (GDP) is still at minus -3.49 (BPS - Central Statistics Agency, 2020).

The Indonesian Internet Service Providers Association (APJII) noted that internet users in Indonesia reached 73.7% or as many as 196.7 million Indonesians. This data is based on an Indonesian poll in collaboration with the Indonesian Internet Service Providers Association (APJII) in (Hasiholan, Pratami, & Wahid [7]). Digital marketing activities, or digital marketing, cannot be denied providing more benefits for companies (Tabroni & Komarudin [8]). Supported by Globalization, the benefits obtained from marketing activities carried out digitally are a wider marketing reach (Mukhsin [9]). In addition, through digital marketing, product promotion becomes easier and the delivery of information (both in the form of text, images, audio, and video) regarding product details can be better conveyed to every consumer (Banerjee & Bhardwaj [10]). Therefore, many researchers conclude that digital marketing activities are marketing activities that can improve purchasing decisions (Suci & Salsabilla [11]). Based on this, the authors decided to analyze the influence of Digital Marketing on purchasing decisions at Deta Yamaha Sukabumi. In addition to digital marketing, the second factor that influences purchasing decisions is identified as being influenced by product variations. Product variations are product lines that can be distinguished based on price, appearance, size and product characteristics (Andriani, Rahayu, & Ardhan [12]). Another understanding is conveyed by (Allain, Avignon, & Chambolle [13]) which states that product variety is a collection of the entire product line and type of product offered by the seller to the buyer, including the number of product lines and related elements. Several studies that have been conducted previously and obtained the results that product variations have an effect on purchasing decisions were submitted by (Andriani, Rahayu, & Ardhan [12]) and (Ilmia [14]). Based on this, the authors decided to analyze the effect of product variations on purchasing decisions at Deta Yamaha Sukabumi.

Brand image is a set of memories in the minds of consumers about a brand, both positive and negative. A positive brand image provides benefits for producers to be better known to consumers, in other words consumers will determine their choice to buy products that have a good brand image. Brand (brand) serves to identify the seller or company that produces a particular product that distinguishes it from other competitors or competitors. The brand itself can be a name, logo, theme, or a combination of other things. Brand image is a set of perceptions and beliefs that customers have of a brand which is reflected through the associations that exist in the customer's memory. Based on (Roslina [15]) Brand image is a guide that will be used by consumers to evaluate products when consumers do not have

sufficient knowledge about a product. Because a good brand image can increase consumers' purchase intentions and their intention to make repeat purchases in the future. Product quality is a physical condition, nature, and function of a product, be it a product or service product, based on a quality level that is adjusted to durability, reliability, and ease of use, suitability, repair and other components made to meet satisfaction and needs. consumer. Companies must understand why and how consumers act in consumption situations, so that marketers can develop products, set prices, hold promotions and distribute their products according to consumer needs and desires. These factors in influencing consumer purchasing decisions are a determining factor in the survival of the company (Widya Apriani [16]). One of the authorized Yamaha dealers in Sukabumi is Deta Yamaha Sukabumi. Deta Yamaha Sukabumi serves the purchase of Yamaha products, both in cash and on credit. Established since 2015, Deta Yamaha Sukabumi is located at Jalan Port Address II Tegallega, Lembursitu, Kec. Lembursitu, Sukabumi City, West Java 43134. Sales data for Deta Yamaha Sukabumi for 2018-2020 cash as table 1.

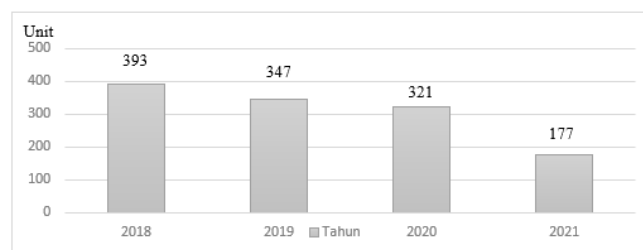


Figure 1. Deta Yamaha Sukabumi Motorcycle Sales 2018-2020 Cash

(Source: Yamaha Sukabumi Sales Data Archive for 2021)

Based on Figure 1, we can conclude that in the past three years Deta Yamaha has continued to experience a decline, which was very pronounced in 2020, almost a 20% decrease from the previous year, namely in 2019. Digital Marketing according to Afrina Yasmin, Sadia Tasneem, Kaniz Fatema [17] is as follows: Digital marketing is one type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Digital marketing is also defined as marketing activities that use internet-based media [18]. According to Chaffey and Chadwick [19], so basically digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, database, mobile/wireless and digital tv to increase target consumers. and to know the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing objectives. Purwana et al [20], digital marketing is an activity to promote and find markets through digital media online by using various means such as social networks.

Eun Young Kim in (Prabowo [21]) states that there are three dimensions of digital marketing, namely: 1) Interactive, 2) Incentive Program, 3) Site Design. According to Groover [22] product variations can be interpreted as products that have different designs or types and are

produced by the company. Product variety is what differentiates products between companies in the same product category. According to Kotler [22] product variation is a separate unit within a brand or product line that can be distinguished based on size, price, appearance or individual characteristics. Product according to Stanton quoted from (Nazah, Hartati, & Siambaton, 2017), is a set of attributes, both tangible and intangible, including color, price, good name of the factory, good name of the store that sells it (retailer), and factory service. and retailer services received by buyers to satisfy their desires.

According to Kotler [22] the dimensions of product variation are as follows 1) Size, 2) Price, 3) Display. According to Kotler [22] "Brand image is a set of perceptions and beliefs that customers have of a brand that is reflected through associations in the customer's memory". According to Kenneth and Donald [23] brand image reflects the feelings that consumers and businesses have about the whole organization as well as individual products or product lines. According to Julius [24], brand image is the desire of consumers to think, feel and act on the brand. Brand image is a set of memories in the minds of consumers about a brand, both positive and negative. A positive brand image provides benefits for producers to be better known to consumers, in other words consumers will determine their choice to buy products that have a good brand image.

According to Simamora in (Setyawati, Z, & Farradia [25]) explains that the brand image indicator consists of three parts, namely 1) Corporate Image (image of the creator), 2) User image (user image), 3) Product image (product image). Purchasing decisions According to Buchari Alma [26], argues that purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude. consumers to process all information and draw conclusions in the form of responses that appear what products to buy. According to Kotler & [22], purchasing decisions are defined as follows: "Purchase decisions are part of consumer behavior consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and wants". Kotler [22] stated that purchasing decisions have the following dimensions: 1) Product Choice, 2) Choice of dealer, 3) Purchase time, 4) Purchase quantity, 5) Payment method

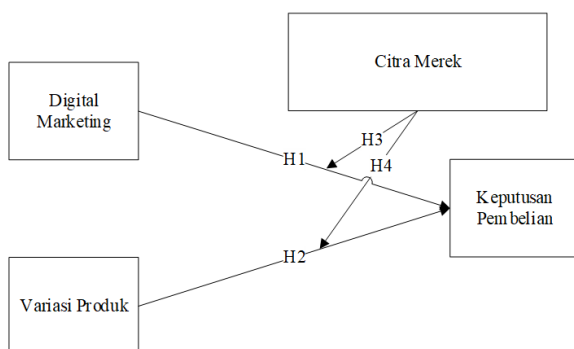


Figure 2. Research Hypothesis

- H1: There is an Influence of Digital Marketing on Purchase Decisions
- H2: There is an Influence of Product Variations on Purchase Decisions
- H3 : Brand Image can moderate the relationship between Digital Marketing and Purchase Decision
- H4 : Brand Image can moderate the relationship between Product Variation and Purchase Decision

## II. RESEARCH METHODS

The study was conducted to find the effect of Digital Marketing and Product Variations with Brand Image as a moderating variable on purchasing decisions. The research was conducted using quantitative methods with the main objective being to provide an objective description or description of a situation. Information was collected by compiling a list of statements submitted to respondents by direct survey using a questionnaire distributed online via a link on Google Form. Respondents' answers will then be analyzed so that conclusions can then be drawn. The unit of analysis is a certain unit which is calculated as the research subject. Unit of analysis is a sampling procedure which includes sampling and study units. The unit of analysis in this study is Deta Yamaha Sukabumi Dealer, including consumers in it. The population is the total number of units or individuals of the object being studied. The population is also known as the unit of analysis. As a unit of analysis, the population can be people, institutions or objects and so on. The population is general or general and has characteristics that tend to be the same. Population is also defined as the whole of the variables concerning the problem under study [27]. The population in this study is Deta Yamaha Sukabumi consumers with cash purchases in the last 7 months, totaling 177 people. Sample has another word, namely "Sample". Based on the definition, the sample is part of the population to be studied by researchers whose conclusions can then be applied to the entire population. Therefore, the sample must be representative or can describe the overall characteristics of the population. Several methods were developed to perform sampling calculations, one of the most famous is Slovin [27].

If the population is large, it is certainly not possible for researchers to study the entirety of that population. Therefore, a representative population was formed. To get the minimum ideal sampling number, the Slovin formula with an error rate of 5% is used as follows:

$$n = N / (1 + N e^2)$$

Information :

- n = Minimum Sample Number
- N = Total Population
- e = Percentage of sampling error that is 5%

Based on the existing population, namely 177 respondents with an error rate of 5% so that the number of samples studied amounted to 122 respondents. This research uses data analysis method using Moderated Regression

Analysis (MRA) method. Data was collected by researchers by using a questionnaire distributed online via a link on Google Form to Deta Yamaha Sukabumi consumers. The questionnaire was conducted using the application of research instruments on a 5 Likert scale rating scale. The collected data is then analyzed using SPSS 25 software. The analysis is carried out to see the influence of Digital Marketing on Purchase Decisions; the effect of Product Variation on Purchase Decisions, as well as knowing the effect of Brand Image moderating variables on the relationship between Digital Marketing and Purchase Decisions, knowing the effect of Brand Image moderating variables on the relationship between Product Variations and Purchase Decisions.

Secondary sources are sources of data obtained by reading, studying, and understanding through other media sourced from literature, books, and company documents. Secondary data collection in this research is by collecting information related to research and literature study. Literature study is a method of collecting data by reading books, journal literature, related references, and previous research related to the current research. According to Sugiyono [28], literature study is a theoretical study, references and other scientific literature related to culture, values and norms that develop in the social situation under study. Thus, in this study, researchers conducted a literature study related to the influence of Digital Marketing and Product Variations with Brand Image as a moderating variable on purchasing decisions.

### III. RESULTS AND DISCUSSION

#### The Influence of Digital Marketing on Purchase Decisions

The hypothesis of this study is that there is a positive influence of digital marketing on purchasing decisions. The findings of this study show the results of the calculation of the path coefficient = 0.724, which means that there is a positive influence of digital marketing on purchasing decisions. The t-count value is 11.499 with the t-table value at the sig = 0.05 level with  $n - 2$  or  $122 - 2 = 120$ . It can be concluded that the t-count value > ttable or  $11.499 > 1.657$  or the sig value  $0.000 < 0.05$  means a positive digital effect marketing on purchasing decisions is significant. The R Square value of 0.524 means that the contribution of digital marketing to purchasing decisions is 52.4% and the remaining 47.6% is influenced by other factors not examined in this study. Purchasing decision is one of the concepts of consumer behavior such as individuals, groups, or organizations to make an assessment of existing alternatives and determine the most profitable choice. While digital marketing is one type of marketing that is often widely used to promote products or services and to reach consumers using digital channels. The results of research by Gede Wisnu Saputra and I Gusti Agung Ketut Sri Ardani [29] conclude that there is a positive and significant influence between digital marketing on purchasing decisions, so that increasing digital marketing can improve purchasing decisions. Based on the research results that have been stated

above, and the theory and supported by relevant research results, it can be concluded that digital marketing has a positive and significant influence on purchasing decisions, so that increasing digital marketing will improve purchasing decisions.

#### The Effect of Product Variations on Purchase Decisions

The hypothesis of this study is that there is a positive effect of product variations on purchasing decisions. The findings of this study show the results of the path coefficient calculation = 0.642, which means that there is a positive effect of product variations on purchasing decisions. The t-count value is 9.171 with the t-table value at the sig = 0.05 level with  $n - 2$  or  $122 - 2 = 120$ . It can be concluded that the tcount > ttable or  $9.171 > 1.657$  or the sig value  $0.000 < 0.05$  means the positive effect of variation product on purchasing decisions is significant. The value of R Square of 0.412 means that the contribution of product variations to purchasing decisions is 41.2% and the remaining 68.8% is influenced by other factors not examined in this study. Purchasing decision is one of the concepts of consumer behavior such as individuals, groups, or organizations to make an assessment of existing alternatives and determine the most profitable choice. While product variation is the development of a product so as to produce a variety of choices. The results of research by Dwi Warni Wahyuningsih [30], Asih Rahmatya [31] conclude that there is a positive and significant influence between product variations on purchasing decisions so that if product variety increases, purchasing decisions will increase. Based on the results of the research that has been stated above, and the theory and supported by relevant research results, it can be concluded that product variations have a positive and significant influence on purchasing decisions, so that increasing product variations will increase purchasing decisions.

#### The Influence of Digital Marketing on Purchase Decisions Moderated By Brand Image

The hypothesis of this study is that brand image moderates the influence of digital marketing on purchasing decisions. The findings of this study show the results of the Moderated Regression Analysis (MRA) calculation of 0.355. This means that brand image moderates the influence of digital marketing on purchasing decisions. It is known that the significance value of the interaction variable between digital marketing and brand image on purchasing decisions is  $0.000 < 0.05$ , it can be concluded that brand image is able to moderate the influence between digital marketing on purchasing decisions and the R Square value of 0.607 means that the contribution of digital marketing and brand image on purchasing decisions by 60.7% and the remaining 39.3% is influenced by other factors that are not examined in this study. Purchasing decision is one of the concepts of consumer behavior such as individuals, groups, or organizations to make an assessment of existing alternatives and determine the most profitable choice. Digital marketing is one type of marketing that is often widely used to promote products or services and to reach consumers using digital channels. While the brand image is a set of memories in the

minds of consumers about a brand, both positive and negative. A positive brand image provides benefits for producers to be better known to consumers, in other words consumers will determine their choice to buy products that have a good brand image. Based on the results of the research that has been stated above, and supported by theoretical theory, it can be concluded that brand image moderates the influence of digital marketing on purchasing decisions.

#### **The Effect of Product Variations on Purchase Decisions Moderated By Brand Image**

The hypothesis of this study is that brand image moderates the effect of product variations on purchasing decisions. The findings of this study show the results of the Moderated Regression Analysis (MRA) calculation of 0.532. This means that brand image moderates the effect of product variations on purchasing decisions. It is known that the significance value of the interaction variable between product variations and brand image on purchasing decisions is  $0.000 < 0.05$ , it can be concluded that brand image is able to moderate the influence between product variations on purchasing decisions and the R Square value of 0.664 means that the contribution of product variations and brand image on purchasing decisions by 66.4% and the remaining 33.6% is influenced by other factors that are not examined in this study. Purchasing decision is one of the concepts of consumer behavior such as individuals, groups, or organizations to make an assessment of existing alternatives and determine the most profitable choice. Product variety is one type of marketing that is often widely used to promote products or services and to reach consumers using digital channels. While the brand image is a set of memories in the minds of consumers about a brand, both positive and negative. A positive brand image provides benefits for producers to be better known to consumers, in other words consumers will determine their choice to buy products that have a good brand image. Based on the results of the research that has been stated above, and supported by theoretical theory, it can be concluded that brand image moderates the effect of product variations on purchasing decisions.

#### **IV. CONCLUSION**

Based on the results of the study, it can be concluded as There is a positive and significant influence between digital marketing on purchasing decisions with a path coefficient value of = 0.724. The more digital marketing increases, the more purchasing decisions will increase. There is a positive and significant effect between product variations on purchasing decisions with a path coefficient value of = 0.642. The greater the variety of products, the greater the purchase decision. Brand image moderates the influence of digital marketing on purchasing decisions with a Moderated Regression Analysis (MRA) value of 0.355. Brand image moderates the effect of product variations on purchasing decisions with a Moderated Regression Analysis (MRA) value of 0.532.

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