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The Influence of Digital Marketing Strategies on Consumer Purchase Decisions

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Abstract:

Purpose:
The rapid growth of digital technology has significantly transformed marketing practices and consumer behavior. Businesses increasingly rely on digital marketing strategies to communicate value, engage customers, and influence purchasing decisions. This study aims to examine the effect of digital marketing strategy on consumer purchase decisions.

Methodology:
The research employed a quantitative explanatory approach with data collected from 100 respondents who have experience purchasing products through digital platforms. Data were gathered using a structured questionnaire measured on a five-point Likert scale. The analysis techniques included validity and reliability tests, classical assumption testing, simple linear regression, t-test, and coefficient of determination (R^2).

Findings:
The results indicate that digital marketing strategy has a positive and significant effect on consumer purchase decisions, with a regression coefficient of 0.645 and a significance value of 0.000 (< 0.05). The coefficient of determination shows that digital marketing strategy explains 43.3% of the variance in consumer purchase decisions, while other factors influence the remaining 56.7%. These findings suggest that effective digital marketing strategies play an important role in shaping consumer decision-making processes.

Implication:
The study provides practical insights for businesses to optimize digital marketing activities to improve customer engagement and purchasing outcomes.

INTRODUCTION

The rapid advancement of digital technology has substantially changed how organizations create, communicate, and deliver value to consumers. With increasing internet penetration, smartphone adoption, and the prevalence of social media, businesses have shifted their marketing strategies to digital platforms to reach and engage consumers more effectively. According to Statista (2024), global internet users reached over 5 billion people, making a digital presence essential for businesses seeking sustainable growth and competitive advantage. Digital marketing refers to marketing efforts that leverage digital technologies and online channels to promote products or services, build brand awareness, and establish long-term customer relationships. This approach includes various strategies such as social media marketing, search engine marketing (SEM), content marketing, email marketing, and influencer collaborations. Digital marketing enables real-time interaction, personalized communication, and measurable outcomes, which are critical in an increasingly competitive business environment (Hussain et al., 2023).

Consumer behavior in the digital era has also undergone a significant transformation. Modern consumers actively search for product information online, compare alternatives across platforms, evaluate reviews, and make purchase decisions based on digital content and recommendations (Alalwan et al., 2020). The purchase decision process in digital contexts involves not only rational evaluation but also emotional responses to online engagement, user-generated content, and interactive brand communication (Haji et al., 2023). The consumer decision-making process typically comprises problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler et al., 2021). In digital environments, the information search and evaluation

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stages are strongly influenced by online reviews, social media engagement, and digital advertising. Research indicates that a robust digital marketing strategy significantly enhances brand awareness and positively impacts consumer purchase intentions (Karim et al., 2023). Similarly, Jebarajakirthy et al. (2021) found that digital promotional activities improve consumer engagement and accelerate the decision-making process.

Trust and perceived authenticity also play vital roles in online purchase decisions. E-WOM (electronic word-of-mouth) in social media contexts such as customer reviews, influencer endorsements, and rating systems significantly affects consumer trust and confidence, which in turn influences their likelihood to purchase. In a study by Sharma & Aggarwal (2023), perceived credibility of online sources was found to mediate the relationship between digital marketing communication and purchase behavior. Another advantage of digital marketing is its ability to offer measurable performance indicators. Unlike traditional marketing, digital platforms provide real-time analytics, such as click-through rates, engagement rates, and conversion metrics, enabling companies to evaluate and optimize campaigns quickly Al Rafi, 2022). This data-driven capability enhances strategic decision-making and improves marketing ROI (return on investment).

However, the effectiveness of digital marketing depends on strategic planning, audience segmentation, quality of content, and customer-centric communication. Misalignment between consumer expectations and digital strategies can lead to negative perceptions and reduced purchase intentions Sultan, 2022). Therefore, organizations must adopt integrated digital marketing strategies that align with consumer needs, digital trends, and technological advancements to remain competitive in the digital economy. Given the increasing reliance of consumers on digital platforms for information and purchase decisions, it becomes critical to understand how digital marketing strategies influence consumer behavior. Examining this relationship provides meaningful insights for businesses aiming to enhance engagement, improve market performance, and sustain competitive advantage in the digital marketplace. Based on this background, this study aims to investigate the influence of digital marketing strategies on consumer purchase decisions in contemporary market contexts.

Figure 1. Hypotesis

The following hypothesis is proposed based on the theoretical framework described: time management influences employee performance.

METHODS

Research Design. This study employs a quantitative research approach using an explanatory research design to examine the influence of digital marketing strategies on consumer purchase decisions. Quantitative research is appropriate for testing relationships between variables and measuring the strength of influence statistically. The explanatory design aims to identify causal relationships between independent and dependent variables.

Research Variables and Operational Variables. This study consists of two variables:

a. The independent variable is Digital Marketing Strategies (X), which refers to employees' ability to plan, prioritize, and organize work activities effectively.
b. The dependent variable is Consumer Purchase Decisions (Y), defined as the quality and quantity of work achieved by employees in carrying out their assigned duties.

Population and Sample. The population of this study consists of consumers who actively use digital platforms (social media and e-commerce) for purchasing products. The sample was selected using purposive sampling, targeting respondents who have made at least one online purchase within the last six months. The

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minimum sample size was determined using the rule of thumb for multivariate analysis, which suggests 5–10 respondents per indicator. With approximately 10 indicators, the minimum required sample size is 100 respondents.

Data Collection Method. Primary data were collected through a structured online questionnaire distributed via Google Forms. The questionnaire used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The instrument items were adapted from validated scales used in previous digital marketing and consumer behavior studies.

Analysis Techniques. The data in this study were analyzed using quantitative statistical methods. Descriptive statistics were first used to summarize respondent characteristics and general responses. Instrument validity and reliability tests were conducted to ensure that the measurement items accurately and consistently measured the research variables. Furthermore, regression analysis was applied to examine the influence of digital marketing strategies on consumer purchase decisions. Hypothesis testing was conducted at a 5% significance level to determine whether the relationship between variables was statistically significant.

RESULTS AND DISCUSSION

This research positions Time Management as the independent variable (X) and Employee Performance as the dependent variable (Y).

Validity Test Results. The validity test was conducted to determine whether each questionnaire item accurately measured the research variables, namely Digital Marketing Strategy and Consumer Purchase Decision. The test was performed by comparing the calculated correlation coefficient (Rcalculated) with the critical value (Rtable). With a total of 100 respondents and a significance level of 0.05, the R-table value obtained was 0.195. An instrument is considered valid if Rcalculated > Rtable. The results of the validity test are presented in Table 1.

Table 1. Validity Test Results

Instrument	Rcalculated	Rtable	Description
DMS1	0.612	0.195	Valid
DMS 2	0.658	0.195	Valid
DMS 3	0.604	0.195	Valid
DMS 4	0.673	0.195	Valid
CPD 1	0.645	0.195	Valid
CPD 2	0.701	0.195	Valid
CPD 3	0.629	0.195	Valid
CPD 4	0.688	0.195	Valid

Based on Table 2, all questionnaire items have Rcalculated values greater than Rtable (0.195). Therefore, all instruments are valid and appropriate for further statistical analysis.

Reliability Test. The reliability test was conducted to measure the consistency and stability of the questionnaire items used to assess Digital Marketing Strategy and Consumer Purchase Decision. Reliability was evaluated using Cronbach's Alpha coefficient. According to Hair et al. (2020), a construct is considered reliable if the Cronbach's Alpha value exceeds 0.70. The results of the reliability test are presented in Table 2.

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Description

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Digital Marketing Strategy	4	0.842	Reliable
Consumer Purchase Decision	4	0.867	Reliable

Based on Table 3, both variables show Cronbach's Alpha values greater than 0.70. Therefore, it can be concluded that all measurement items used in this study are reliable and demonstrate good internal consistency. It indicates that the instrument is suitable for further statistical analysis.

Classical Assumption Test; Normality Test. The normality test was conducted to determine whether the regression model residuals were normally distributed. A normal distribution of residuals is required to ensure the validity of regression analysis results (Hair et al., 2020). In this study, the normality test was performed using the Kolmogorov–Smirnov (K–S) test. The results show that the significance value (Asymp. Sig.) of the Kolmogorov–Smirnov test is 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the residual data are normally distributed. In addition, the normal probability plot (P–P Plot) indicates that the data points are distributed closely along the diagonal line, further confirming the normal distribution of the residuals. Based on these results, the regression model meets the normality assumption and is appropriate for further analysis.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parametersa'b	Mean	,0000000
	Std. Deviation	3.1265478
Differences	Absolute	,079
	Positive	,064
	Negative	-,079
Kolmogorov-Smirnov Z		,079
Asymp. Sig.(2-tailed)		,200c,d

a. Test distribution is Normal

Simple Regression Test. The simple linear regression analysis was conducted to determine the effect of Digital Marketing Strategy (X) on Consumer Purchase Decisions (Y). The regression analysis was performed using SPSS with a significance level of 0.05.

Table 4. Simple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.214	2.103		3.907	.000
DMS	.645	0.082	.659	7.865	.000

a. Dependent Variable: Consumer Purchase Decisions

Based on Table 4, the regression coefficient for Digital Marketing Strategy is 0.645 with a significance value of 0.000, which is less than 0.05. It indicates that Digital Marketing Strategy has a positive and significant effect on Consumer Purchase Decisions. The regression coefficient of 0.645 means that every one-unit increase in the

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Digital Marketing Strategy variable will increase Consumer Purchase Decisions by 0.645 units. Therefore, it can be concluded that Digital Marketing Strategy significantly influences Consumer Purchase Decisions.

$$Y=8.214+0.645X$$

T-test. The t-test was conducted to determine the partial effect of the Digital Marketing Strategy variable on Consumer Purchase Decisions. This test uses a significance level of 0.05 with degrees of freedom (df) = 98 (n − 2).

Table 5. T-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.214	2.103		3.907	.000
DMS	.645	0.082	.659	7.865	.000

b. Dependent Variable: Consumer Purchase Decisions

Based on Table 6, the calculated t-value for the Digital Marketing Strategy variable is 7.865, while the t-table value at $\alpha = 0.05$ is approximately 1.984. Since tcalculated > ttable (7.865 > 1.984) and the significance value is 0.000, which is less than 0.05, it can be concluded that Digital Marketing Strategy has a positive and significant effect on Consumer Purchase Decisions. Thus, the alternative hypothesis (H_1) stating that Digital Marketing Strategy influences Consumer Purchase Decisions is accepted, while the null hypothesis (H_0) is rejected.

Determination Test. The coefficient of determination (R^2) test was conducted to measure how much influence Digital Marketing Strategy has on Consumer Purchase Decisions. The R^2 value indicates the proportion of variance in the dependent variable that can be explained by the independent variable in the regression model. The R Square value of 0.433 indicates that 43.3% of consumer purchase decisions are explained by digital marketing strategy, while the remaining 56.7% are influenced by other variables not examined in this study.

Table 6. Determination Test

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.658[a]	.433	.427	3.512

a. Predictors: (Constant), Digital Marketing Strategy
b. Dependent Variable: Consumer Purchase Decisions

CONCLUSION

Based on the results of the analysis, it can be concluded that a digital marketing strategy has a positive and significant effect on consumer purchase decisions. The regression results show that improvements in digital marketing activities lead to an increase in the likelihood of consumers making purchase decisions. The t-test confirms that the relationship between the variables is statistically significant, indicating that digital marketing plays a crucial role in influencing consumer behavior in the digital era.

Furthermore, the coefficient of determination indicates that digital marketing strategy explains 43.3% of consumer purchase decisions, meaning that although digital marketing is an important factor, other variables such as brand image, price perception, and service quality may also influence purchasing behavior. Therefore, companies should not only focus on digital promotion but also integrate other marketing elements to maximize

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consumer response. Overall, this study highlights the importance of implementing well-planned and customer-oriented digital marketing strategies to enhance market performance and maintain competitiveness in an increasingly digital business environment.

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