



# The influence of digital marketing on book purchase decisions at the Intan Pariwara store in Mamuju Regency

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## ABSTRACT

This study aims to determine the influence of digital marketing variables on purchasing decisions for books at the Intan Pariwara Mamuju Store. The research method was quantitative. The respondents were the consumers who bought books at the Intan Pariwara Mamuju Store, consisting of 96 respondents obtained using the Lemeshow formula through a non-probability sampling. The instrument used was a questionnaire. The data was analyzed using a simple linear regression technique, t-test, and correlation test. The results indicated that digital marketing positively and significantly affected purchasing decisions, as revealed by simple linear regression analysis. The direction of the positive relationship is seen from the value of the positive relationship coefficient, and then the significant value variable for digital marketing is  $\text{sig. } 0.002 < 0.05$ , and the t-value value is  $4.353 > t$  table is 1.661. The correlation coefficient value (R) is 0.410, meaning the influence of digital marketing on purchasing decision variables is strong.

**Keywords:** Digital marketing; purchasing decisions; Intan Pariwara Mamuju store

## 1. INTRODUCTION

The development of information technology is currently showing very rapid growth. In recent years, various kinds of business activities, from large to small businesses, have taken advantage of the development of digital technology to start and run their businesses. Appropriate marketing and media strategies can be used to reach the target market so sales levels continually expand and generate profits.

Digital marketing is a strategy or effort to promote products or services through digital media, such as online social media. Musnaini et al. (2020:17) stated that the indicators for this variable are Websites, Search Engine Optimization, Affiliate marketing and strategic partnerships, Content marketing, and Social Networking.

Marketing activity is a basic form of human economic activity and is highly recommended in Islamic education. As in the word of Allah (God) in Surah An-Nisa verse 29 as follows:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ  
اللَّهَ كَانَ بِكُمْ رَحِيمًا

Translation:

*"O believers! Do not devour one another's wealth illegally, but rather trade by mutual consent. And do not kill (each other or) yourselves. Surely Allah is ever Merciful to you."*

In the verse above, we can see that the basic marketing concept is with notes as taught in Islam. Even the Messenger (Muhammad) himself has said in his hadith regarding advice in trading as follows:

عَنْ رِفَاعَةَ بْنِ رَافِعٍ رَضِيَ اللَّهُ عَنْهُ { أَنَّ النَّبِيَّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ سُئِلَ : أَيُّ الْكَسْبِ أَطْيَبُ ؟ قَالَ : عَمَلُ الرَّجُلِ  
بِيَدِهِ ، وَكُلُّ بَيْعٍ مَبْرُورٍ { رَوَاهُ الْبَزَّازُ وَصَحَّحَهُ الْحَاكِمُ

*"From Rifa'ah (may Allah be pleased with him), Muhammad (peace and blessings of Allah be upon him) was asked, "What is the better job?" He replied, "He is the one who works with his hands, and every trade is clean." (H.R. Al-Bazar, approved by Al-Hakim).*

Based on the hadith above, it is clear that one of the noble jobs is trading. A Muhammad said that trading should follow predetermined Islamic laws.

Based on the latest report by We Are Social in 2022, a digital marketing agency in America, there were 204 million internet users in Indonesia. Furthermore, based on Indonesia's total population of 277 million people, 73.7% of Indonesia's population has experienced internet access. In addition, there were 191 million active users of social media. Compared to the previous year, which numbered 170 million social media users, We Are Social found an increase of 21 million Indonesians who were active on social media. Thus, the development of social media in Indonesia has an excellent opportunity

to be used as a marketing place for business people who want to market their products or services.

**Figure 1.** Internet Users in Indonesia in 2022



In connection with that data, business people can take advantage to influence the decisions of prospective buyers. They are now getting more thoughtful in purchasing based on what they see online. Even so, in utilizing social media as digital marketing, business people must still pay attention to Islamic values as taught by the word of Allah in Surah Al-Anfal verse 58 as follows:

وَأَمَّا تَخَافَنَّ مِنْ قَوْمٍ خِيَانَةً فَانْبِذْ إِلَيْهِمْ عَلَى سَوَاءٍ إِنَّ اللَّهَ لَا يُحِبُّ الْخَائِنِينَ

Translation:

*"And if you (O Prophet) see signs of betrayal by a people, respond by openly terminating your treaty with them. Surely Allah does not like those who betray."*

This verse explains that marketing must align with the promotion and quality of the goods being marketed so that consumers do not feel betrayed. According to Chaffey et al. (2016: 11), Digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, email, databases, mobile/wireless, and digital TV to increase target consumers and to find out profiles, behaviour, product value, and loyalty of customers or target consumers to achieve marketing objectives.

At Intan Pariwara Mamuju Store, the book marketing process is held by utilizing the website and several types of social media often used today, such as Facebook, Whatsapp, and Instagram. Using website media at Mamuju Pariwara Diamond Store makes it easier for consumers to access and purchase books. In addition, the Facebook,

WhatsApp, and Instagram applications have become a separate phenomenon among social media users, particularly teenagers, in this case, students. Even though many other social media are often used, Facebook, WhatsApp, and Instagram are no less popular because those Apps are among the social media that first moved in terms of uploading and sharing photos. Intan Pariwara Mamuju Bookstore utilizes Facebook, WhatsApp, and Instagram to do business by uploading photos of the products they will market with various image or video effects that can attract buyers to purchase products.

A purchasing decision is a final decision to buy goods and services through specific considerations. According to Kotler and Keller (2012: 214), the factors that influence purchasing decisions are cultural, social, personal, and psychological factors. According to Kotler and Keller (2012: 193), the indicators for this variable are product, brand, dealer choice, number, and time.

Intan Pariwara Mamuju Store is a branch of PT (business structure). Intan Pariwara Indonesia takes on the role of a partner with the government of the Republic of Indonesia to improve the quality of education for Indonesia's young generation. Intan Pariwara Mamuju Store sells several books published by PT. Intan Pariwara is like an interactive textbook or homework from elementary, junior high, and high school. The following is book sale data from Intan Pariwara Mamuju Bookstore.

**Table 1.** Sales of Book at Mamuju Pariwara Diamond Store for 2021-2022

No	Book	2021		2022	
		July – December		January – June	
1.	Elementary Homework Book	350 pcs		250 pcs	
2.	Junior Homework Book	600 pcs		450 pcs	
3.	Senior Homework Book	1500 pcs		1250 pcs	
Total		2450 pcs		1950 pcs	

*Source: Mamuju Pariwara Diamond Store (2022)*

The sales table above shows book sales from July to December 2021 reached around 2,450 pcs. For January to June 2022, book sales have decreased to 1950 pcs. From interview results, it was explained by sources from Intan Pariwara Mamuju Store that the application of digital marketing has not significantly impacted book sales. One of the factors is the absence of a unique team that is in control in the field of digital marketing both through website and social media such as WhatsApp, Facebook, and Instagram so that promotions held by Intan Pariwara Mamuju Store still seem simple and do not attract consumer attraction which results in decreased sales.

## 2. METHODS

This research used a quantitative method. Sugiyono (2013: 207) stated that data analysis techniques are activities of grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, and performing calculations to test the hypotheses that have been proposed. This quantitative study employed an associative approach, with digital marketing as the independent variable and purchasing decisions as the dependent variable. Digital Marketing is a strategy or endeavor to promote products or services via digital media, such as social media websites. A consumer actively procuring and utilizing the products the vendor offers makes the purchasing decision. This investigation was conducted in Mamuju, and its subjects were 96 residents of the Mamuju region.

The data analysis processing techniques used in this study are as follows:

### a. Validity Test

A questionnaire is valid if the question items reveal something the questionnaire measured. According to Ghozali (2018: 51), the validity test determines whether a questionnaire is valid. The validity test in this study was tested by comparing the  $r$  value obtained with the SPSS software with the following criteria:

- If  $r$  value  $>$   $r$  table, the statement is valid
- If  $r$  value  $<$   $r$  table, the statement is not valid.

### b. Reliability Test

A questionnaire is credible or reliable if one's answers to these questions are consistent occasionally. Ghozali (2018: 45) stated that reliability testing is a form of testing used to measure questionnaires that are variable indicators. The reliability test in this study used the help of a statistical program (SPSS). The reliability testing criteria are:

- If the value of the reliability coefficient (Cronbach's Alpha)  $>$  0.60, then the instrument has good reliability, or in other words, the instrument is reliable.
- If the value of the reliability coefficient (Cronbach's Alpha)  $<$  0.60, the instrument being tested is not reliable.

### c. Simple Linear Regression Analysis

Simple linear regression analysis is intended to determine the effect of the independent variable on the dependent variable. The analysis technique used in this study is simple because this study has one independent variable and one dependent variable. By using a simple linear regression analysis method, researchers can see the

effect of digital marketing on purchasing decisions at Intan Pariwara Mamuju Store using the following formula:

$$Y = a + bX + e$$

Definition:

Y	: Buying decision
a	: Constant Value
b	: Regression coefficient
X	: Digital Marketing
e	: Standard Error

#### d. Hypothesis testing

This study used two hypotheses. Nuryadi et al. (2017: 74) said hypothesis testing is a procedure used to test the validity of the statistical hypothesis of a population by using data from a sample of that population. There are two hypothesis tests used in this study, namely as follows:

- 1) The t-test determines how much the digital marketing variable (X) influences the purchase decision (Y). This decision was made based on comparing the significant value of the t value of each regression coefficient with a predetermined significance level, which is equal to 5% ( $\alpha = 0.05$ ). The hypothesis test criteria used are as follows:
  - If t value > t table,  $H_a$  is accepted.
  - If t value < t table,  $H_a$  is not accepted.
- 2) The correlation coefficient is used to see and measure how strongly digital marketing (X) correlates with purchasing decisions (Y). If the correlation coefficient is close to 1, it is said that the influence of the independent variable (X) strongly correlates with the dependent variable (Y). Conversely, if the correlation coefficient is close to 0, the influence of the independent variable (X) is weakly correlated with the dependent variable (Y). A positive value indicates a unidirectional relationship (if X increases, so does Y), and a negative value indicates an inverse relationship (if X increases, Y decreases). Sujarweni (2014: 127) mentioned that the closeness of the relationship or the correlation coefficient between variables could be grouped as follows:
  - a) The value of the correlation coefficient is 0.00 – 0.20, which means the relationship is very weak.
  - b) The value of the correlation coefficient is 0.21 – 0.40, which means the relationship is weak.

- c) The value of the correlation coefficient is 0.41 – 0.70, which means a strong relationship.
- d) The value of the correlation coefficient is 0.71 – 0.90, which means that the relationship is very strong.
- e) The value of the correlation coefficient is 0.91 – 0.99, which means that the relationship is very strong.
- f) The correlation coefficient value of 1.00 means a perfect relationship.

### 3. RESULTS AND DISCUSSION

This research investigated the age of customers. The analysis revealed that most respondents (72.91%) were 10-20 years old. Meanwhile, 14.59% of the respondents were 21-30 years old, and 12.50% were aged 31-40 years old. Thus, this result indicated that the age group of 10-20 constituted most consumers based on Intan Pariwara Mamuju Bookstore data.

Furthermore, the occupations of the consumers were also investigated. Data in this study showed that the respondents were 11 civil servants (11.46%), 10 private employees (10.42%), 5 higher education students (5.21%), and 70 students (72.91%). Therefore, it can be seen that students dominated Intan Pariwara Mamuju Bookstore consumers.

Data analysis is part of collecting data to conclude decision-making. The following are the analytical methods used in the study:

#### a. Validity Test

The validity test in this study aims to determine the magnitude of the relationship between the statement items and the total statement items for each variable. In this test, researchers distributed questionnaires to 96 respondents. To find out the validity of each statement item in the research instrument can be seen through the  $r$  value and  $r$  table. If  $r$  value  $>$   $r$  table then the statement is declared valid. The  $r$  value with  $df = n - 2$  is  $96 - 2 = 94$ , so the  $r$  value at the 5% significance level is 0.1689. The question item is declared valid if the  $r$  value is  $>$  0.1689.

This study's digital marketing (X) validity test was conducted on 96 respondents with an  $r$  value of 0.1689. The result of the validity test for the digital marketing variable (X) in this study is described in the following table:

**Table 2.** Digital Marketing Variable Validity Test Results (X)

Statement	r value	r table	Information
P <sub>1</sub>	0.383		Valid
P <sub>2</sub>	0.669		Valid
P <sub>3</sub>	0.855	0.1689	Valid
P <sub>4</sub>	0.595		Valid
P <sub>5</sub>	0.808		Valid

*Source: The results of Primary data (2022)*

Based on Table 2, the r value of all questionnaire statements in the digital marketing variable (X) is greater than the r table. So, it can be concluded that all statements are valid.

Furthermore, the validity test for this study's purchase decision variable (Y) was conducted on 96 respondents with a r table of 0.1689. The results of the validity test for the purchase decision (Y) in this study is described in the following table:

**Table 3.** Validity Test Results of Purchasing Decision Variables (Y)

Statements	r value	r table	Information
P <sub>1</sub>	0.841		Valid
P <sub>2</sub>	0.870		Valid
P <sub>3</sub>	0.718	0.1689	Valid
P <sub>4</sub>	0.739		Valid
P <sub>5</sub>	0.779		Valid

*Source: The results of Primary data (2022)*

Based on Table 3, the r value of all questionnaire statements in the purchasing decision (Y) is more significant than r table. Thus, it can be concluded that all statements are valid.

## b. Reliability test

The reliability test was applied in this research. The instrument is declared reliable if the coefficient value is alpha (Cronbach's Alpha) > 0.60. The instrument is declared unreliable if the coefficient value alpha (Cronbach's Alpha) is <0.60.

**Table 4.** Digital Marketing Variable Reliability Test (X)

Variable	Cronbach's Alpha	N of Item	Information
Digital Marketing (X)	0.658	5	Reliable

*Source: The results of Primary data (2022)*



As indicated in Table 4, Cronbach's alpha coefficient exhibits a value of 0.658, surpassing the threshold of 0.60. Therefore, the entirety of the statements within the digital marketing (X) variable can be deemed reliable and trustworthy. Then, the result of the reliability test of the purchasing decision variable (Y) is as follows:

**Table 5.** Purchase Decision Reliability Test (Y)

Variable	Cronbach's Alpha	N of Item	Information
Purchase Decision (Y)	0.844	5	Reliable

*Source: The results of Primary data (2022)*

Based on Table 5, Cronbach's alpha value is  $0.844 > 0.60$ . Therefore, all statements in the purchase decision variable (Y) can be trusted or reliable.

**c. Simple Linear Regression Analysis**

Simple linear regression analysis in this study was used to determine whether there was any influence of the digital marketing independent variable (X) on the purchasing decision variable (Y). A summary of the results of data analysis using Statistical Product and Service Solutions (SPSS) is as follows:

**Table 6.** Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Standard Error	Beta		
(Constant)	9.275	2.864		3.238	0.002
Digital Marketing (X)	0.578	0.133	0.410	4.353	0.000

Dependent Variable: Purchase Decision (Y)

*Source: The results of Primary data (2022)*

Based on Table 6, a simple linear regression equation can be compiled as follows:

$$Y = 9.275 + 0.578X$$

The simple linear regression equation indicated a positive constant value of 9.275, indicating that the consumer purchase decision variable was constant. Moreover, the coefficient value of the digital marketing variable (X) is positive 0.578. This revealed that

the digital marketing variable positively affected the purchasing decision variable. The value of the digital marketing variable was increased by 1%, and the purchasing decision also improved by 0.578. The direction of the relationship is positively seen from the value of the positive relationship coefficient. This means that the higher the digital marketing, the decision to buy books will increase.

#### d. Hypothesis testing

Test the hypothesis used in this study. It is used to measure the influence of the independent variables. In this case, the digital marketing variable (X) individually explains the dependent or purchasing decision variables (Y). Data testing uses the following model:

- If t value > t table or significant value < 0.05, the independent variable significantly affects the dependent variable.
- If t value < t table or a significant value > 0.05, the independent variable has no significant effect on the dependent variable.

The t-value is obtained using a statistical program and then compared with the t-table value at the level of  $\alpha = 50\%$  (0.05). It is obtained from the degrees of freedom. Degrees of freedom (df) =  $n-k-1$  (n= number of samples and k= total number of variables). Df =  $96-2-1 = 93$ . The t value test is a one-way test, so the t table used is 5% = 1.66140 (1.661).

**Table 7.** T-Test

<b>Model</b>	<b>t</b>	<b>Sig.</b>
<i>(Constant)</i>	3.238	0,002
<i>Digital Marketing (X)</i>	4.353	0,000
Dependent: Purchasing Decision Variable (Y)		

*Source: The results of Primary data (2022)*

Based on the table above, it can be seen that the t value of the digital marketing variable (X) is 4.353 > t table of 1.661.  $H_0$  was accepted because the digital marketing variable (X) significantly affected the purchasing decision variable (Y). Therefore, the digital marketing variable significantly affected the book purchase decision variable at Intan Pariwara Mamuju Store.

Furthermore, the correlation coefficient is used to see and measure how strong the correlation of the digital marketing variable (X) to the purchasing decision variable (Y). If the correlation coefficient is close to 1, it is said that the influence of the independent

variable (X) strongly correlates with the dependent variable (Y). Conversely, if the correlation coefficient is close to 0, it can be said that the influence of the independent variable (X) is weakly correlated with the dependent variable (Y). Data testing uses the following model:

- If the significant value  $< 0.05$ , the independent variable correlates with the dependent variable.
- If the significant value is  $> 0.05$ , the independent variable is not correlated with the dependent variable.

**Table 8.** Correlation Test Results

		<b>Digital Marketing (X)</b>	<b>Purchase Decision (Y)</b>
<i>Digital Marketing (X)</i>	<i>Pearson Correlation</i>	1	0,410
	<i>Sig. (2-tailed)</i>		0,000
	<i>N</i>	96	96
	<hr/>		
<i>Purchase Decision (Y)</i>	<i>Pearson Correlation</i>	0,410	1
	<i>Sig. (2-tailed)</i>	0,000	
	<i>N</i>	96	96
	<hr/>		

*Source: The results of Primary data (2022)*

Based on the research results, it is known that all statements contained in the digital marketing variable (X) with indicators, namely Website, Search Engine Optimization, Affiliate marketing and strategic partnerships, Content marketing, and Social Networking, as well as Purchasing decision variables (Y) with indicators namely product choice, choice of brand, choice of dealer, time of purchase and amount of purchase, are declared valid because the value of r value is greater than r table. Let's look at the reliability test in the Cronbach Alpha calculation for variable X. The reliability test results of the X and Y variables show that each variable is reliable. The data processing results that have been done previously also show that  $H_a$  is acceptable, which is that digital marketing (X) significantly affects purchasing decisions (Y). This can be seen from the significant value of the digital marketing variable, which is  $0.002 < 0.05$ , and the t value  $> t$  table is  $4.353 > 1.661$ . These results align with Fransilia et al. (2019) research that digital marketing variables positively and significantly affect purchasing decision variables. This study's correlation coefficient (R) value was 0.410, which means the relationship between digital marketing variables and purchasing decision variables is strong.

#### 4. CONCLUSION

Based on the data analysis carried out in this study, there are two conclusions as follows:

1. Based on the simple linear regression analysis, the result indicated a positive relationship coefficient. It means that the higher the digital marketing, the more the decision to buy books. The results of the t-test show that the significant value of the digital marketing variable is sig. of 0.002 < 0.05 and t value of 4.353 > t table of 1.661. Thus,  $H_a$  is accepted because the digital marketing variable (X) has a significant effect on the purchase decision variable (Y). So it can be concluded that the digital marketing variable significantly affects the book purchase decision variable at the Intan Pariwara Mamuju Store.
2. The result of the correlation test was 0.410, which means a strong relationship exists between digital marketing (X) and purchasing decisions (Y). It can be concluded that digital marketing variables strongly correlate with purchasing decision books at Intan Pariwara Mamuju Store.

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