The Effect of Digital Marketing and Influencers on Purchasing Decisions for SMEs Culinary Products Spaghetti Tulang Lampung

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Abstract-Technological advancements and the development of social media have changed the marketing landscape, especially for Micro, Small and Medium Enterprises (SMEs). The purpose of this study is to explore the effect of digital marketing and the role of influencers in influencing purchasing decisions for SMEs products "Spaghetti Tulang Lampung" This regional culinary product has become one of the culinary icons in the Lampung area, and SMEs that produce Spaghetti Tulang Lampung are trying to utilize digital platforms to increase sales and increase their brand awareness. This research uses a quantitative approach with a causality approach method or causal relationship, The research sample consists of consumers who have purchased Spaghetti Tulang Lampung products and have been exposed to digital marketing and influencer content. Data was collected through questionnaires distributed online to respondents and the analysis tool in this study uses SPSS to prove the relationship between digital marketing and the role of influencers in influencing purchasing decisions for SMEs products "Spaghetti Tulang Lampung". The findings will provide valuable insights for Lampung Spaghetti Tulang SMEs and similar SMEs looking to utilize digital marketing and influencers in their marketing strategies. An effective digital marketing strategy and good collaboration with influencers can help boost sales and increase brand visibility in an increasingly competitive market.

Keywords-Digital Marketing, Influencer, Purchase Decision

I. INTRODUCTION

In the current era, more and more SMEs are emerging and competing to attract consumer attention, one of which is SMEs in the culinary field such as cafes, angkringan, gultik and other food sellers as well as having a significant role in the country's economic growth. Micro, Small and Medium Enterprises are thriving in a number of regions. This can be seen from data obtained by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), the total number of SMEs in Indonesia will reach 8.71 million business units by 2022. Java Island dominates this sector. It is recorded that West Java is the champion of SMEs with 1.49 million business units, in second place is Central Java which reaches 1.45 million units and third is East Java with 1.115 million units. Apart from these three, DKI Jakarta, which occupies the fourth position, can reach nearly 660 thousand units. Fifth, there is North Sumatra with the achievement of 596 thousand units. While the least number of businesses is in three regions, namely West Papua with 4.6 thousand business units, Maluku with 4.1 thousand units and Papua with 3.9 thousand units. Of course, this increases competition in the business world in promoting products to consumers. SMEs players should be able to utilize digital media as an effort to market their products so that consumers are more familiar with the products produced by these SMEs.

In this study, one of the SMEs in Lampung province, namely Spaghetti Tulang Lampung (spatula), which is engaged in fast food culinary and has the potential to grow. Spaghetti Tulang Lampung (spatula) is an SMEs established in 2021 in the midst of the culinary business competition that has long occurred in Bandar Lampung, Spaghetti Tulang Lampung (spatula) uses organic marketing which takes a long time and is inefficient, making it difficult to increase marketing. Spaghetti Tulang Lampung (spatula) must compete in developing a business, one of which must use the right marketing techniques both offline and online.

"Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium". Digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, and optical disks and games are becoming more common in advancing technology. Digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.[1]

Digital marketing is very popular with business people in buying and selling activities. Switching from traditional marketing to modern marketing, namely digital marketing, a company can use digital marketing as a marketing medium in increasing sales volume both domestically and abroad.[2]

One of the digital marketing media that is often used is Google Business. Google Business is a free application that can be used to help SMEs businesses to be found in various Google products, such as Maps and search. If SMEs players run a business that serves customers in a certain location, or serves customers in a designated service area, Google Business can help others find the SMEs business.[3]

Another media that is also often used is Instagram. Instagram has a Business Account feature that makes it easy for businesses to create a business profile on Instagram and optimize business activities by utilizing social media. With this feature, companies of all sizes can introduce their business profile, gain insight into followers and posts, and promote posts to drive business goals.[4]

The development of digital marketing has changed the way brands and businesses use digital technologies and channels for marketing activities. Therefore, digital marketing campaigns are becoming more predominant and efficient as digital platforms are progressively integrated into marketing plans and daily life.[5]

Along with the development of marketing through social media and the emergence of social media influencers, which is a marketing method by choosing someone who is considered to have an influence on society and target consumers, where the influencer promotes products from a brand.[6]

Influencers play a role as a medium to support online marketing that is considered capable of attracting the attention and interest of someone to purchase a product or use a service in the promotion carried out on social media. Social media used by influencers to promote products from a brand such as through Instagram, TikTok, YouTube, and others. Companies generally determine influencers to promote their products to someone who is considered to be able to influence to benefit the company. Usually influencers have a large number of followers on social media, namely public figures such as celebrities, presenters, singers, celebgrams, vloggers, tiktokers and others. Consumers will trust what the influencer says, if the influencer is able to describe the identity of the product. This identity will be an important influence to attract consumers who become fans of the influencer, generally he will follow the activities or activities of his idol or at least know the development of his idol that is happening. Sometimes they even follow the life style of their idols, such as buying and wearing items worn by their idols.

By promoting through this influencer, the company incurs costs for the promotion carried out by the influencer, but it will also certainly have a big influence on the company by obtaining consumers from the influencer's followers on social media, with an estimated profit at least equal to or even exceeding the nominal spent on promotion, especially if the influencer is famous and has a large number of followers, it will increasingly provide opportunities to get many consumers.

The purchase decision is the final process for consumers after considering all aspects and values that exist until then the consumer is sure to buy a product or use a service. There are some aspects that can differentiate decision making between consumers, including age, personality, income, and life style.[7]

Customer behavior is a widely studied field. Understanding it completely is impossible, because it is related so closely to human mind. However, forecasting how a human behaves in purchasing situations can be estimated through previous purchasing decisions. Consumers make buying decisions every day and many people do not even know the factors that drive them to this decision.[8]

Purchasing decisions are an important thing to pay attention to because this will certainly be a consideration of how a marketing strategy will be carried out by the next company. The company's success in influencing consumers in purchasing decisions is strongly supported through efforts to build brands to consumers by building the quality of the product itself to consumers with marketing strategies, as well as innovating these products. The complex purchasing decision-making process often involves several decisions. A decision involves a choice between two or more alternative actions.[9]

Based on the background described above, researchers are trying to explore whether digital marketing and influencers can help Spaghetti Tulang Lampung in increasing purchasing decisions for its target market so as to increase competitiveness among the fierce competition in the culinary business in Bandar Lampung.

II. LITERATURE REVIEW

A. Purchase Decisions

Purchasing decisions are the stage in the purchasing decision-making process when consumers actually buy. Decision making is an individual who is directly seen in obtaining and using the goods offered, purchasing decisions are a series of processes that start from consumers recognizing their problems, seeking information about certain products or brands and evaluating these products or brands on how well each of these alternatives can solve their problems, which then a series of processes leads to a purchase decision.[10]

Purchasing decisions are one of the stages in the purchasing decision process before after-purchase behavior. In entering the purchasing decision stage, consumers have previously been faced with several alternative choices so that at this stage consumers will take action to decide to buy a product based on the choices determined.[11]

B. Digital Marketing

Digital marketing is the marketing of products or services using digital technology, especially on the Internet, mobile networks, display advertising, and other digital media. Digital Marketing is one of the marketing strategies that companies use to promote their business. Digital marketing is a way

to promote brands and products online and through other digital channels. At a high level, Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile applications, Like any form of marketing, the goal of Digital marketing is to promote and sell products or services. More specifically, the goal of digital marketing is to connect a business or organization with its target audience through digital channels.

Digital marketing benefits businesses of all sizes by providing access to a mass market at an affordable price. Unlike TV or print advertising, it allows for truly personalized marketing. One of the advantages of digital marketing is that targeted audiences can be reached in a cost-effective and measurable way. Digital marketing can help companies in improving relationships with their customers. Digital marketing tactics such as social media are not only good for improving customer service, but can also help improve the relationship between customers and companies to better know the needs and desires of their customers.[12]

C. Influencer

An influencer is someone who has a large number of followers (followers) and has a strong influence on followers such as celebrities, public figures, YouTubers, and others. Meanwhile, Influencer marketing is the product of many content-based campaigns that have marked the digital era to date. Influencer marketing is a way of marketing using influencers on social media such as Instagram, Youtube, and other media. An influencer can be measured by trustworthiness, Power of Influence, the influence of consumer reviews, Intention, Argument Quality, and product comparative advantage.[13]

A latest fad in the influencer marketing landscape is the use of live streaming videos (Twitch Influencers) in which the SMIs stream a live video content to their followers and in which the sponsored content can be promoted.[14]

It thus seems plausible that an influencer with a high number of followers would be considered a highly influential person. The facts, however, suggest that consumers see influencers as a valuable source of information. It is not just about capitalizing on their popularity.[15]

III. METHOD

A. Type of Research

This type of research uses quantitative research, with quantitative will be obtained the significance of group differences or the significance of the relationship between the variables studied. The independent variables in the study are digital marketing ($X1$) and influencers ($X2$) and the dependent variable is the purchase decision (Y).

B. Population

The definition of population according to Firmansyah (2022) is that opulation is an entire group of people (or institutions, events, or other objects of study) that you want to describe and understand.[16] The population of this study were residents of Bandar Lampung.

C. Sample

Samples are techniques (procedures or devices) used by researchers to systematically select a relatively smaller number of items or individuals (subsets) of a predetermined population to be used as subjects (data sources) for observation or experimentation according to objectives.[11] Determination of the sample in this study was carried out by determining the characteristics of Spaghetti Tulang Lampung consumers, namely: (1) Respondents aged 17-35 years, both male and female (2) Respondents are residents in Bandar Lampung (3) Respondents have consumed Spaghetti Tulang Lampung products more than three times. To determine the number of samples, researchers used the Faul et Al method with the GPower sample calculation and obtained a sample to be used as many as at least 107 respondents.

D. Research Instrument

The data collection method used by this study is to distribute questionnaires to respondents with a respondent perception measurement scale using the Likert Scale. Questions are made using a scale of 1-5 to represent respondents opinions from strongly disagree to strongly agree.

E. Data Analysis

The analytical tool in this study is Multiple Linear Regression which is one of the statistical analysis techniques used to understand the relationship between one dependent variable (the variable to be predicted) and two or more independent variables (variables used to make predictions). In multiple linear regression, the aim is to develop a mathematical model that describes the linear relationship between these variables. This model can be used to predict the value of the dependent variable based on the values of the independent variables.

Multiple linear regression models are usually represented by mathematical equations such as the following:

$$Y = \beta 0 + \beta 1 X 1 + \beta 2 X 2 + ... + \beta n X n + \varepsilon$$

Where:

- Y is the dependent variable.

- $X1, X2, ..., Xn$ are independent variables.

- $\beta 0, \beta 1, \beta 2, ..., \beta n$ are regression coefficients to be estimated.

- ε is the error that cannot be explained by the model.

The goal in multiple linear regression analysis is to find the coefficient values ($\beta 0, \beta 1, \beta 2, ..., \beta n$) that best explain the relationship between the dependent variable and the independent variable. This process involves techniques such as the least squares method to determine the coefficients that produce the model that best fits the data.

The results of multiple linear regression analysis include model parameters that allow us to:

1. Evaluate the relative influence of each independent variable on the dependent variable.

2. Predict the value of the dependent variable based on the value of the given independent variable.

3. Measures the quality of the model in explaining variations in the data.

4. Multiple linear regression is very useful in various disciplines, such as social sciences, economics, natural sciences, and others, where research and data analysis are conducted to understand and predict the relationship between variables.

IV. DISCUSSION

Quoting from (Sasongko 2020) Digital marketing is marketing carried out using internet access, utilizing social media and digital devices such as, Facebook, Instagram, Youtube, Google, websites and others. Digital marketing is real time, reaches a wider market and streamlines marketing costs which can help businesses, for example SMESs, in promoting and marketing their products and services.[17]

This hypothesis is supported by previous studies, for example research conducted by Eneng Wiliana (2022) Digital marketing has a significant effect on purchasing decisions at Culinary SMESs in Tangerang City, stating that the use of digital marketing through online media such as website sites, email promotions, video promotions, and so on can build a wider market with internet media can have a major influence on purchasing decisions.[10] Therefore, researchers argue that:

H1: Digital Marketing has a positive influence on purchasing decisions for Spaghetti Tulang Lampung culinary SMES products.

The findings of research conducted previously by Arti Sukma (2021) in a journal entitled The Influencer Marketing Effect on Purchasing Decisions (Study on Elazatta Hijab Garut) results that the inflencer relationship on purchasing decisions has a significant influence towards strong positive.[13] Based on previous research, researchers assume and form a hypothesis as follows:

H2: Influencers have a positive influence on purchasing decisions for Spaghetti Tulang Lampung culinary SMES products.

In several studies that have been conducted by Eneng Wiliana (2022), Sukma (2021) have shown significant results from the influence of digital marketing and influencers on purchasing decisions for culinary SMEs products Spaghetti Tulang Lampung. So that researchers from a hypothesis as follow :

H3: Digital marketing and influencers have a positive influence on purchasing decisions for Spaghetti Tulang Lampung culinary SMES products

Schematically, the 3 exploratory hypotheses prepared by the researcher can be drawn in a theoretical framework as follows:
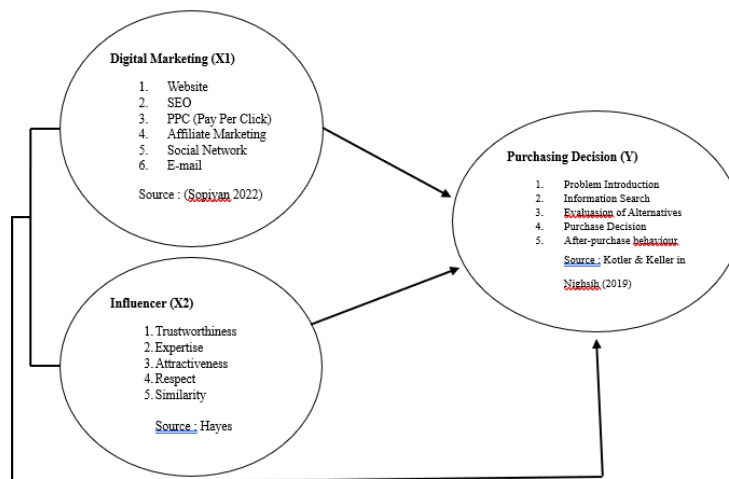

Figure 1. Theoretical framework of research

V. IMPLICATION & PLANNED RESEARCH

A. Implication

The implication of this research is that researchers and Spaghetti Tulang Lampung will be able to find out whether digital marketing and influencers have a significant influence on product purchasing decisions from Spaghetti Tulang Lampung or not. The results of this study can be a reference for management whether or not Spaghetti Tulang Lampung needs to continue the strategy that has been implemented.

B. Planned Research

This research is planned to be held in mid-November and ends in January to prove the theoretical framework model that has been hypothesized by researchers. The presentation of the results can be done in February so that later it will be able to immediately become a reference for the Management of Spaghetti Tulang Lampung.

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