ANALYSIS OF THE EFFECT OF DIGITAL MARKETING STRATEGY ON PURCHASE DECISIONS AT ALFAMART AND INDOMARET

Safira Ayulianti 1, Andhatu Achsa 2,
Tidar University
Safiraayulianti8@gmail.com

ABSTRACT

This study aims to determine how to analyze the influence of digital marketing on purchasing decisions at Alfamart and Indomaret. The research model used is quantitative research . The research variables used are independent or independent variables and the dependent or dependent variables are digital marketing and purchasing decisions . The sample in this study includes all consumers at Alfamart and Indomaret who are on the island of Java by having certain criteria. Data collection techniques used by researchers are primary data and secondary data. The primary data used was obtained from the results of distributing questionnaires with 100 respondents and processed using SPSS version 22 and secondary data obtained from the annual reports of Alfamart and Indomaret companies. The data obtained were analyzed using Validity Test, Reliability Test, Normality Test, Heteroscedasticity Test, Simple Linear Regression Analysis, T Test (partial) and Determinant Coefficient Test with the help of SPSS. The results of the research can be concluded that there is a significant influence in digital marketing strategies on purchasing decisions at Alfamart and Indomaret .
Keywords: *Alfamart, Digital Marketing , Financial Performance , Indomaret.*

A. INTRODUCTION

In the digital era, there is a change in the lifestyle of consumers in their daily lives. From a traditional lifestyle to a more modern lifestyle, including in meeting daily needs, what had been shopping from traditional markets turned into a preference for shopping at modern markets. This shift in shopping behavior for some people in modern retail stores who initially shopped at supermarkets and hypermarkets now switched to minimarkets with the cause being the practicality of shopping at minimarkets which are more affordable, not difficult to find parking, close to where they live, more practical and faster, and easily accessible to the public. Changes in consumption patterns also occur due to changes in a more digital era and the advancement of the internet and people need shopping experience more than goods (Giras Pasopati, 2017).

The rapid development of the modern retail business also fulfills the primary and secondary needs of a growing society. The rise of the modern retail business can even change the lifestyle of people who need convenience to meet their needs. The ease of meeting the daily needs of the community provided by retail companies can make it easier for people to make purchasing decisions for retail goods. The existence of increasingly sophisticated digital technology makes it easier for consumers to get information about the products they need. Consumers can more easily reach products and find out information about prices, promotions , product quality plus the ease of getting them because the delivery delivery system is also now growing rapidly and is a practical solution in getting products.

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The decision to purchase a product by consumers has a close relationship or relationship with consumer behavior. The strategy applied in influencing the behavior of Alfamart and Indomaret consumers to make purchasing decisions for a product, one of which is the existence of digital marketing . Digital marketing such as Instagram makes it easy for buyers to view product catalogs and prices. Besides that There is a tendency to influence strategic locations, good product quality, affordable prices, and services provided can also affect consumer purchasing decisions. Alfamart and Indomaret are currently market leaders in the modern retail business which dominate more market share, especially as seen in 2015- 2019 (Gumiwang, 2019) . This can be seen in the following image.

Source: Alfamart and Indomaret Financial Report 2015-2019
Figure 1 . Alfamart and Indomaret *Market Share* data for 2015-2019 in Indonesia

In Figure 1 it is explained that in the last 5 years, Alfamart and Indomaret have both experienced fluctuations in gaining market share. However, what has happened in the last 3 years, namely from 2017-2019 Alfamart has decreased due to the market share of PT. Alfaria Trijaya did not increase the number of outlets, while *competitors* were more aggressive. PT. Alfaria Trijaya is more focused on improving digital services. The company Alfamart or PT Alfaria Trijaya believes that in the future market growth through digital channels will be more ogled by the public. PT Indomarco Prismatama in the last 3 years Indomaret actually experienced an increase in market share due to Indomaret continuing to expand the opening of new branch outlets
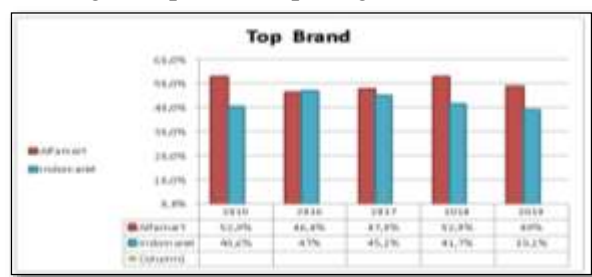
Source: topbrand-award.com
Figure 2. Data *on Top Brand* Alfamart and Indomaret 2015-2019 in Indonesia

Figure 2 describes the analysis of brand performance on a product which is the most important priority for the company. Based on the above data in the last 5 years, namely from 2015-2019 Alfamart has a brand predicate that is superior to Indomaret except in 2016 where the difference is 0.6% . With the existence of the *Top Brand* , a survey was conducted on brands which included *mind share, market share* and *commitment share* .

Figure 3 . Alfamart and Indomaret revenue data for 2015-2019 in Indonesia

described in Figure 3 regarding important *revenue* /revenue for the company as a result of the company's operational activities including the sale of products and services to customers . (Ringkang Gumiwang, 2019) From 2015-2019, both Alfamart and Indomaret have incomes that continue to increase from year to year. However, in terms of income, Indomaret is superior in terms of *revenue* . The income that always increases is due to both of them always expanding their business by opening branch outlets in various regions as well as practical factors that make it easier for people to reach minimarkets.

Source : *Alfamart and Indomaret Financial Report 2015-2019*
Figure 4 . Number of Outlets Alfamart and Indomaret 2015-2019 in Indonesia

It is explained in Figure 4 that Alfamart and Indomaret always develop their business from year to year, especially in terms of opening outlets. From 2015 to 2019 both of them always opened outlets in various branches in Indonesia. People's slogans that often occur are "where there is Indomaret there must be Alfamart" and vice versa. In terms of opening new outlets from year to year, Alfamart has always experienced a decline from 2015 to 2019, as well as Indomaret. However, Indomaret in opening new outlets did not experience a significant decline. In fact, Indomaret experienced an increase in the opening of new outlets from 2018 to 2019.

Alfamart and Indomaret, which are *market leaders* in the modern retail business, have also implemented *online* or *digital marketing strategies* . The *digital marketing strategy* has now been realized as a necessity (must) because the *digital marketing strategy* connects various market segments in various cities, both nationally, regionally, and internationally. Alfamart and Indomaret are aware of the disruption phenomenon that demands innovations so that *digital marketing* must be an integral part of future development plans. Companies in maintaining their existence need to innovate, especially for similar companies. Based on this background, the

researchers are interested in conducting research with the title **"Analysis of the Effect of *Digital Marketing Strategy* on Purchase Decisions at Alfamart and Indomaret".**

B. LITERATURE REVIEW

Previous Research

Research conducted by (Mewoh et al., 2019)regarding the Effect of Digital Marketing on Purchase Decisions at Matahari Department Store Manado Town Square . The results showed that there were other factors that had a greater influence on purchasing decisions that were not examined by the authors of this study. The authors also showed things that were not examined by the authors, such as personality factors which consisted of several aspects, social atmosphere and the lack of consumer knowledge on how to use the application or how to use the application. website in the process of shopping online . The results of a simple linear regression analysis show that the value obtained is a positive regression coefficient value, so it can be interpreted that the influence of the e-commerce variable on the purchase decision variable is positive.

Digital Marketing

Theory of Chaffey and Chadwick (2016), *Digital marketing* is the application of the internet and related digital technologics in conjunction with traditional communication to achieves marketing objectives. *Digital marketing* is the use of technology to assist marketing activities that aim to increase consumer knowledge by adapting to their needs according to inner caffey (Bala & Deepak Verma, 2018). According to Wardana in (Ridwan, 2018)digital marketing is a marketing activity that uses internet-based media. The existence *of Digital Marketing* can be one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave conventional marketing models and switch to modern marketing (Febriyantoro & Arisandi, 2018) . The definition *of digital marketing* in the journal (Saputra & Ardani, 2020) is one of the marketing media that is currently in great demand by the public to support various activities carried out. Almizan gani, Y. soeharso, A. wicaksana, & Asrunputri, (2020) explained about *Digital marketing* is the use of the internet and the use of other interactive technologies to create and link information between companies and identified consumers. Digital marketing is the application of digital technology that forms online channels (Chanel Online) to market (Website, E-mail, database, digital TV and the latest innovations. including blogs, podcast feeds and social networks) for the purpose of contributing marketing activities, to make a profit building and developing relationship with customers (Yacub & Mustajab, 2020).

So the conclusion of *digital marketing* is a medium in the marketing system to meet internet-based consumer needs and can connect information between companies and consumers. *Digital marketing* facilitates interaction with producers, potential consumers , and market intermediaries/ brokers or it can also make it easier for potential consumers to find product information by simply exploring the virtual world so that it can simplify the search process. There is *digital marketing* make it easier for people who have geographical and time limitations to be reached. Products built by *Digital marketing* include sales websites (*e-commerce*) and social media that are integrated with *e-commerce.*

The digital dimension in journals (Laksana & Dharmayanti, 2018) , mentioned the dimensions that can be used in *digital marketing* or digital marketing, including:

1. *Website* , Website creation at the company has the aim of providing interesting and important information for consumers.
2. *Search Engine Marketing* , is the use *of business directories* to attract consumers who visit by working together with *search engines* . such as: Google and yahoo.
3. *Web Banner* , which is to create a company or organization website by adding an attractive advertising box or flag .
4. *Social Networking* , is a free social forum (social media) that discuss a recent topic such as: *Wordpress* , Facebook and Twitter.
5. *Email Marketing* , which is to spread promotional messages directly to email target. The strategy used by using the database e- mail or mailing list which is a program from ECRM(*Electronic Customer Service) Relationship Management*).
6. Affiliate Marketing, which is using the website of a company or affiliated organizations and based on the method of *pay* per *click* . Like : *Google Adsense* .

Buying decision

Purchase decisions are made by consumers if the product they need is of good quality, complete with information, at an affordable price, and in a strategic location (Ridwan, 2018) . Harahap, (2015) explains that purchasing decisions are actions taken by consumers to buy a product. Understanding the purchase decision is a decision that is thought about whether a product is feasible or not by considering the information that is known with the reality of the product after being witnessed (Igir, Tampi, & Taroreh, 2018) .

Purchasing decisions are a decision-making process obtained from previous activities whose determination includes determining what to buy or not, according to Assauri in (Walukow1, Mananeke2, & Sepang3, 2019) . Another explanation according to Schiffman and Kanuk in (Sutarman & Lesmana, 2019) regarding purchasing decisions as the selection of an action from two or more alternative choices. Kotler's explanation in the same journal states that purchasing decisions are preferences formed by customers for brands that are in the choice set.

So the purchase decision is a process or action taken by consumers who have thought about it before taking an action on their choice of a product or service. In addition, from the definitions that have been put forward, it can be concluded that purchasing decisions refer to the final buying behavior of consumers, both individuals and households by considering the place of purchase, the desired buying model, the brand, the time to buy and the amount of money spent and the method of payment. According to Kotler and Keller in the journal (Samosir & Prayoga, 2015) the consumer purchasing decision process consists of five stages carried out by a consumer before arriving at the purchase decision and then post-purchase.

Research Hypothesis

The research hypothesis from the Analysis of the Effect of *Digital Marketing* Strategy on Purchase Decisions at Alfamart and Indomaret is as follows:

H 1: The *digital marketing strategy* has a significant influence on purchasing decisions at Alfamart and Indomaret.

$H0$: *Digital marketing* strategy does not have a significant influence on purchasing decisions at Alfamart and Indomaret.

C. RESEARCH METHODS

A. Research Model

The research model used is quantitative research using descriptive research in describing the research results. Quantitative Research is a research method used to examine a population or sample. According to Sugiyono in (Walukow1 et al., 2019) The sampling technique in quantitative research is generally random, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses.

B. Data Types and Sources

Types and sources of research data regarding "Analysis of the Effect of *Digital Marketing Strategy* on purchasing decisions at Alfamart and Indomaret" using primary data types and secondary data.

1. Primary data sources

Primary data sources are obtained from sources that are collected and recorded and observed for the first time and the results are used directly by researchers to solve the problem to which the answer will be sought (Saputra & Ardani, 2020) . In this study, primary data was obtained through filling out questionnaires by consumers of Alfamart and Indomaret in Java. When the research was conducted in 2020 .

2. Secondary data source

Secondary data sources are sources of data used in research obtained or collected by certain institutions or other people who have conducted previous research according to Agung, 2016 in the journal (Saputra & Ardani, 2020). Secondary data was obtained by researchers to support existing data so that the data used could be more complete .

C. Population and Sample

Population

Sugiyono in (Sutarman & Lesmana, 2019)defines population as a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then draw conclusions. The population in this study were all consumers at Alfamart and Indomaret who are in Java by having certain criteria.

Sample

The sample according to Sugiyono in (Sutarman & Lesmana, 2019)is part of the number and characteristics possessed by the population. The sampling technique used is *non-probability sampling* , which is a sampling technique that does not provide equal

opportunities for each element or member of the population in sampling for each element or member of the population to be repeated samples. Determination of respondents is done by sampling techniques with certain considerations, namely respondents who have the criteria that have been set by researchers according to Sekaran, 2004 in the journal (Harahap, 2015).

The determination of the minimum number of samples according to Rao Purba in (Harahap, 2015)can be calculated by the formula:

$$n = \frac{Z^2}{4\,(Moe)^2}$$

Where : n = Number of samples
Z = Level of confidence required
Moe = Margin of error

With a confidence level of 95% or Z = 1.96 and Moe 10% = 0.1, then:

$$n = \frac{Z^2}{4\,(Moe)^2}$$
$$n = \frac{1,96^2}{4\,(0,1)^2}$$
$$n = \frac{3,842}{0,04}$$
$$n = 96.05$$

From the calculation results above, the number of samples or respondents that must be studied at least 96.05 respondents but to facilitate the study took a sample of 100 respondents.

D. Research variable
1. The independent variable (X) in this study is Digital Marketing
2. The dependent variable (Y) in this study is the Purchase Decision

Table 1. O operational Variable

VARIABLE	DRAFT	DIMENSIONS	SIZE	NO
Digital Marketing (X)	*Digital marketing* is the use of technology to assist marketing activities that aim to increase consumer knowledge by adapting to their needs (Chaffey, 2013).	*Website*	The level of attractiveness of delivering information through *website media*	1
			Information clarity level	2
		Search Engine Marketing	The level of ease of searching using keywords	3
			Content Tidy Level	4
		Web Banner	The level of attractiveness of delivering information through *web banners*	5
			Level of ease of access	6
		Social Networking	The level of attractiveness of delivering information through *social networking*	7
			Information clarity level	8
		Email	The rate of getting a promotional	9

		Marketing	message	
			Level of attractiveness of delivering information via *email marketing*	10
		Affiliate Marketing	Updated content level	11
			Mobile marketing level	12
Purchase Decision (Y)	Purchasing decisions according to (Kotler, 2014) are the final decisions of individuals and households who buy goods and services for personal consumption.	Product selection	Price level of a product	13
			The level of diversity of product variants	14
		Brand choice	Popularity level	15
			Level of confidence	16
		Dealer choice	The level of ease of getting the product	17
			Product availability level	18
		Purchase time	Daily purchase rate	19
			Purchase rate every week	20
		Number of purchases	Level of knowing shopping needs	21
			The level of consumer ability with price	22

Table 1 describes the indicators of the variables used. In variable X, *Digital marketing* uses indicators such as *websites, search engine marketing, web banners, social networking, email marketing* and *affiliate marketing* . Variable Y has indicators such as product choice, brand choice, distributor/distributor choice, purchase time and number of purchases.

E. Data collection technique

Data collection techniques in research include :

a. Primary data

Primary data according to Sugiono in the journal (Zulfikar & Wasisto, 2018) were obtained from the subjects studied and further analysis was needed. Primary data in this study were obtained from the distribution of questionnaires (Questionnaire). Questionnaire (questionnaire) in engineering Data collection is done by giving several questions or written statements to respondents to answer and generate responses from respondents . Questionnaire as a data collection technique by researchers, where researchers use variables that have been measured and find out how the expectations of respondents.

b. Secondary Data

Data obtained from sources that are processed in such a way that they are ready to be used in statistics. Secondary data generally can be in the form of records, reports or historical records, as well as evidence arranged in published or unpublished archives (documents). In this study, secondary data was obtained from *the Annual Report* of PT Sumber Alfaria Trijaya, Tbk (Alfamart) and PT Indomarco Prismatama (Indomaret), Top Brand Award data for 2015-2019.

F. Data analysis technique

The data analysis technique used in this study uses Validity Test, Reliability Test, Normality Test, Heteroscedasticity Test, Simple Linear Regression Analysis, T Test (partial) and Determinant Test with the help of SPSS. The calculation of this analysis uses the SPSS program (*Statistical Packages for the Social Science) version 22.00*

G. Analysis Method

a. Likert scale

According to Siregar in the journal (Imron, 2019) the Likert scale is the scale used to measure attitudes, opinions and perceptions someone about a particular object or phenomenon, phenomenon specifically determined by the author, hereinafter referred to as research variables.

Table 2. Likert Skala Scale

Answer	Score
Strongly agree	5
Agree	4
Disagree	3
Do not agree	2
Strongly Disagree	1

In Table 2 it is explained that the researcher uses a Likert scale of 1-5 which includes answers strongly disagree, disagree, disagree, agree and strongly agree.

b. Validity test

Validity test is used to measure whether or not something is valid or not questionnaire (Ghozali, 2018) . A questionnaire is declared valid if the n questions that are there is in the questionnaire is able to reveal something that has been be measured the questionnaire (Ghozali, 2018) . So, Vaiditas wants to measure what the questions in the questionnaire that have been made can actually measure what to be measured (Ghozali, 2018) .

c. Reliability Test

Reliability is a tool to measure a questionnaire which is an indicator of a variable or construct (Ghozali, 2018) . A variable said to be reliable if someone's answer to the statement is consistent or stable over time (Ghozali, 2018) If a Instrument reliable, then the data generated by the Instrument the trustworthy too. Calculation of reliability in this study using the formula Cronbach Alpha (Ghozali, 2018) . The Alpha formula is used to find the reliability of an instrument whose score is not 1 and 0, For example, a questionnaire or a question in the form of a description (Ghozali, 2018) .

d. Normality test

Priyastama's normality test in the journal (Imron, 2019) is used to test whether the residual value generated from the regression can be normally distributed or not.

e. Heteroscedasticity Test

Heteroscedasticity test according to Priyastama in the journal (Imron, 2019) is a condition in which the regression model occurs inequalities of variance and residuals from one observation to another in the study. A good regression model is that there is no heteroscedasticity (Ghozali, 2018) . To find out whether there is heteroscedasticity or not In the research, the author looks at the pattern of dots on scatterplots (Ghozali, 2018) .

f. Simple Linear Regression Analysis

Regression analysis according to Muhidin and Abdurahman in the journal (Imron , 2019) is an analysis used to examine relationship between two or more variables, mainly to explore patterns relationship whose model is not yet fully known or to find out how the variation in the independent variable affects the dependent variable.

g. T Uji test

T Uji test used to test how the effect of the dependent variable partially on the dependent variable (Ghozali, 2018) . And also can used to test the hypothesis between variables according to the journal (Imron, 2019) .

h. Coefficient of Determination Test

The Coefficient of Determination Test is used to measure the contribution of the Independent variable (X) to the variation or increase down dependent variable (Y). Another meaning that the Y variable can be explained by variable X is r^2% and the rest is explained by other variables.

D. RESULTS AND DISCUSSION

a. Validity test

Table 3. Results of the Validity Test of the Questionnaire for Variable X

Variable	R Value Calculate	Table R Value	Value of Sig.	Decision
X1	0.649	0.195	0	Valid
X2	0,705	0,195	0	Valid
X3	0,593	0,195	0	Valid
X4	0,680	0,195	0	Valid
X5	0,633	0,195	0	Valid
X6	0,435	0,195	0	Valid
X7	0,689	0,195	0	Valid
X8	0,665	0,195	0	Valid
X9	0.528	0.195	0	Valid
X10	0.688	0.195	0	Valid

Data processed using SPSS version 22

Table 4. Results of Questionnaire Validity Test Results Variable Y

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Variable	R Value Calculate	Table R Value	Value of Sig.	Decision
Y1	0.610	0.195	0	Valid
Y2	0.506	0.195	0	Valid
Y3	0,693	0,195	0	Valid
Y4	0,716	0,195	0	Valid
Y5	0,727	0,195	0	Valid
Y6	0,663	0,195	0	Valid
Y7	0,632	0,195	0	Valid
Y8	0,734	0,195	0	Valid
Y9	0,583	0,195	0	Valid
Y10	0.645	0.195	0	Valid
Y11	0.778	0.195	0	Valid
Y2	0.623	0.195	0	Valid

Processed data Data processed using SPSS version 22

Research Results Validity Test

Based on the table above, it can be concluded that the R table of 100 respondents is 0.195. If R count is greater than R table, it can be concluded that the research is valid, so that all variables in this study can be used in further analysis.

b. Reliability Test

Table 5. Reliability Test of Questionnaire Variable X

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,753	,872	11

Data Processed using SPSS version 22

Table 6. Questionnaire Reliability Test Variable Y
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,759	,906	13

Data Processed using SPSS version 22

Reliability Test results :

Based on the table above, it can be concluded that the Reliability Test Results on Variable X Crochbach's Alpha is 0.872 or equal to 87.2%, while in Variable Y Crochbach's Alpha is 0.906 or equal to 90.6%. Nunally's (1994) criteria in the book (Ghozali, 2018) that if the value of Cronbach's Alpha is greater than 60% then the indicators in the questionnaire are reliable. The results showed that the variable number X = 87.2 % and variable Y = 90.6% which can be concluded that the data for Variable X and Variable Y in this study are reliable.

c. Classic assumption test
1. Normality test

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	4,68828617
Most Extreme Differences	Absolute	,068
	Positive	,063
	Negative	-,068
Test Statistic		,068
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

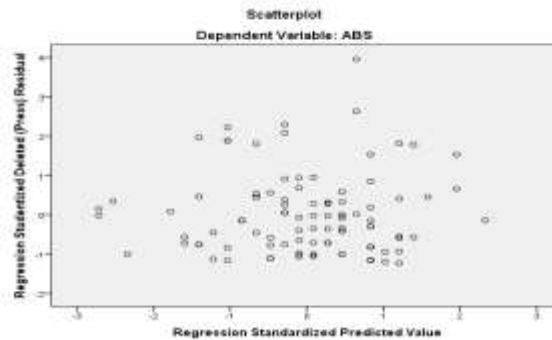Data Processed using SPSS version 22

Normality Test Results :

Based on the results of the normality test, it is known that the significance value is 0.200> 0.05, it can be concluded that the residual value in this study is normally distributed.

2. Heteroscedasticity Test
Table 8 . Heteroscedasticity Test Results based on Scaterplot

Data Processed using SPSS version 22

Heteroscedasticity Test Results

Based on the *scatterplot output,* it can be seen that the dots spread out and do not form a wave pattern, widening or narrowing. It can be concluded that in the regression model of the Analysis of the Effect of *Digital Marketing Strategy* on Purchase Decisions at Alfamart and Indomaret, there is no heteroscedasticity problem.

d. Simple Regression Analysis Test

Table 9. Simple Regression Analysis Test Results

Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,812	3.082		1,237	,219
Digital Marketing	1,080	,088	,777	12,224	,000

a. Dependent Variable: Purchase Decision

Data Processed using SPSS version 22

Simple Regression Analysis Test Results

Based on the results of the simple regression analysis, it can be concluded that the simple linear regression equation using the independent variables is as follows: It is known that the value of Coefficient (a) is 3.812. While the value of *Digital Marketing* (regression coefficient) is 1.080, so the regression equation can be written:

$$Y = a + Bx$$
$$Y = 3.812 + 1.080X$$

From the results of the formulation, it is explained that the constant value is 3.812, meaning that the coefficient value of the Purchasing Decision variable is 3.812. The X regression coefficient of 1.080 states that for every 1% addition to the value of *Digital*

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Marketing , the value of Purchase Decisions increases by 1.080. The resulting regression coefficient is positive, so it can be said that the direction of the influence of variable X on variable Y is positive.

Decision Making In Simple Regression Test.
- Based on the significance value: the Coefficients table obtained a significance value of 0.000 <0.05, so it can be concluded that the *Digital Marketing variable* (X) has an effect on the Purchase Decision variable (Y).
- Based on the t value: it is known that the t arithmetic value > t table is 12.224 > 1.987, so it can be concluded that the *Digital Marketing variable* (X) has an effect on the Purchase Decision variable (Y).

e. T Uji test

Table 10. T-Test Results (Partial Test)

Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3,812	3.082		1,237	,219
Digital Marketing	1,080	,088	,777	12,224	,000

a. Dependent Variable: Purchase Decision

Data Processed using SPSS version 22

The results from the T-Test table (Partial Test) obtained the t-count value of the *Digital Marketing variable* (X) is 12.224 and the significance value is 0.000 <0.05. So it can be concluded that the *Digital Marketing variable* (X) has a significant positive effect on the Purchase Decision variable (Y). The t-count value shows a positive number, indicating a positive effect, meaning that if the use of *Digital Marketing* (X) increases, it will also increase Purchase Decision (Y) which also increases, and vice versa if the use of *Digital Marketing* (X) decreases, then Purchase Decision (Y) on Alfamart and Indomart products also decreases.

f. Coefficient of Determination Test
Table 11. Coefficient of Determination Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777 ᵃ	,604	,600	4,71215

a. Predictors: (Constant), Digital Marketing

Data Processed using SPSS version 22

Based on the table above, it is known that the value (Adjusted R Square) is 0.600. So the contribution of the influence of the Independent variable, namely *Digital Marketing*

(X) on the dependent variable of Purchase Decision (Y) in a simple linear regression of 60% while the remaining 40% is influenced by other factors that cannot be examined in this study.

E. CONCLUSION

The conclusions obtained from the research include :

1. Based on the t-test (partial test), the t-count of the variable X (*Digital Marketing*) is 12.224, which is greater than the t-table value of 1.987 and the significance value is 00,000 <0.05. The calculated value that shows a positive number means that if Alfamart and Indomaret increase marketing through *Digital Marketing* (Variable X), the Purchase Decision (Variable Y) will also increase. However, if marketing through *Digital Marketing* (Variable X) decreases, the Purchase Decision (Variable X) at Alfamart and Indomaret also decreases.

2. Based on the Determination Test, the effect of Variable X (*Digital Marketing*) on Variable Y (Purchase Decision) is 60%. This means that Variable X (Digital Marketing) has a considerable influence on Variable Y (Purchase Decision) while the remaining 40% is influenced by other factors that cannot be examined in this study.

3. The results of the analysis that can be carried out by researchers can be concluded that there is a significant influence in *Digital Marketing Strategy* on Purchase Decisions at Alfamart and Indomaret

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