



## The impact of digital marketing, product quality, and reference groups on purchasing decisions at the Eiger Store Bukittinggi

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### ARTICLE INFO

Received 30 May 2023  
Accepted 30 June 2023  
Published 30 June 2023

#### Keywords:

Digital marketing;  
product quality;  
reference groups;  
buying decision.

### ABSTRACT

The purpose of this study is to analyze the effect of *digital marketing*, product quality, and *reference groups* on purchasing decisions. This research is classified as *purposive sampling*, the sample in this research is *Eiger Store* Bukittinggi customers with the following criteria: a) Consumers of outdoor equipment products. b) Have made purchases of outdoor equipment products in the city of Bukittinggi or West Sumatra. c) Customers who have seen digital marketing from the Eiger Store in Bukittinggi City. While the number of samples in this study was 160 samples using purposive sampling. The data analysis technique is a regression analysis technique using the SPSS V.25 application. The results of this study are as follows: 1) There is a significant influence between *Digital Marketing* on Purchasing Decisions. 2) There is a significant influence between Product Quality on Purchasing Decisions. 3) There is a significant influence between *the Reference Group* on Purchasing Decisions.

**How to cite:** Arbian, M & Fasyani, A. (2023). The impact of digital marketing, product quality, and reference groups on purchasing decisions at the Eiger Store Bukittinggi. *Marketing Management Studies*, 3(2), 204-214. DOI 10.24036/mms.v3i2.375



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### INTRODUCTION

The very tight competition in the fashion industry has become part of an important lifestyle in Indonesia. This can be seen where fashion is one of the creative economy sub-sectors that provides added value to the creative economy. It can be seen that the added value is IDR 154.6 trillion. Then this amount has contributed to the formation of the Creative Economy Gross Domestic Product of 18.15 % or 1.34% of the National GDP. The growth of the fashion creative economy sub-sector reached 2.8 %. If one looks at its GDP growth, fashion can be a priority sub-sector of the creative economy in Indonesia (BPS Bekerf, 2016). In this research, the object of research is Eiger Store or PT Eigerindo Multi Produk Industri which is a company and brand originating from Indonesia, which produces clothing and outdoor recreation equipment. This company produces products for mountaineering, camping and rock-climbing activities such as bags and jackets. This company was founded by Ronny Lukito in the 1990s. The first Eiger store opened in 1994 in Cihampelas, Bandung.

There are several requirements for products to meet export standards. Not a few Indonesian products are of high quality and suitable for export. One of them is the finished product of *Eiger's outbound equipment*. So that is the reason why Eigerindo Official Shop sells *EIGER products* whose quality is very promising. What's more, in this digital world, more and more businesses are doing *market place business* in an application, for example shoope, tokopedia, Bukalapak and others. The eigerindo officialshop shop has also run its business on shoope, tokopedia, and Bukalapak and others. In this research, the object of research is *the Eiger Store* Bukittinggi city.

*Eiger* besides presenting the concept of shopping also presents an outdoor concept to better support the products it sells. *Eiger* also arranged the store concept to resemble an outdoor setting. *Eiger* shop employees also dress like climbers or mountain children. The music that *Eiger* presents is energetically themed so it adds enthusiasm and enjoys it when visitors are there. *Eiger's* business is growing, a shop that was originally focused on selling bag products. Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and, in this case, make purchases or utilize certain products or services (Balawera, 2013). Consumer decision making is basically a problem-solving process. Consumer decision making is basically a problem-solving process. How consumers solve a problem or need that must be met

The researcher uses this purchasing decision variable because the study of purchasing decisions is still worth researching considering that the increasing number of products circulating results in the need for various considerations for the community in making purchasing decisions. Most consumers, both individual consumers and organizational buyers go through almost the same mental process in deciding what products and brands to buy (Yulindo 2013). From the results of the observation and preliminary survey on the object (focus) of research, namely the *Eiger Store* in Bukittinggi, the authors see that consumers who buy products from the *Eiger Store brand* are more dominated by teenagers or students, even students are more dominant, considering that there are quite a number of students who likes hiking tours. However, not a few consumers are employees or workers, as well as family members who are still young, so that they can influence purchasing decisions.

The development of the internet in Indonesia is marked by the increasing number of internet users in Indonesia. In building *awareness* about digital marketing, you can through advertising activities. Advertising media that used to be conventional, such as through newspapers, magazines, television and radio, have started to change towards digital because of the behavior of media use that influences the development of *digital marketing*. Marketing trends in Indonesia are shifting from conventional (offline) to digital (online). Where *digital marketing* is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet.



**Figure 1 Number of Internet users in Indonesia**

The quality of a product is a consideration for every consumer to buy or not the product. Product quality indicates that the product sold by a company has more selling value than competing products (Fatmawati & Soliha, 2017). Products with good quality and can meet the needs and desires of consumers, even able to exceed expectations, can provide satisfaction for consumers. This consumer satisfaction is expected by every company, because the more satisfied consumers are with the products produced, the higher consumer confidence to use the company's products, so that it can have an impact on the level of sales obtained even higher.

In the context of consumer behavior, the concept of a reference group is a very important and influential idea. A reference group is any person or group that is considered a basis for comparison for someone in forming general or specific values and attitudes, or specific guidelines for behavior. This basic concept provides a valuable perspective for someone. This concept also provides insight into the methods that message senders sometimes use to influence desired changes in consumer behavior (Schiffman, 2015).

## LITERATURE REVIEW

### Buying decision

Marketing according to Kotler (2013) is defined as a social and managerial process by which individuals and groups obtain what they need and want through the creation and mutual exchange of products and value with others. This definition is in accordance with the core concept of marketing according to Philip Kotler (2013), which consists of: needs, wants and demands, products and services, value, satisfaction, and quality. These core marketing concepts are interconnected with each concept building on the previous concept. According to Kotler and Keller (2022) stated that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants.

### Digital Marketing

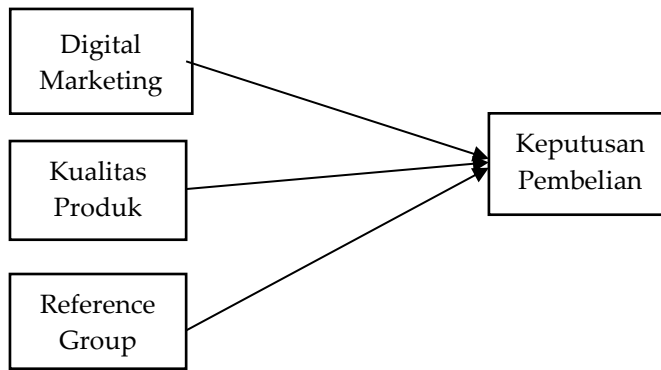
*Digital marketing* is marketing through digital media in offering a brand owned by a company. *Digital marketing* is an activity in the field of marketing that utilizes existing platforms on the internet to reach target consumers, besides that *digital marketing* is defined as marketing products or services via the internet or what is called marketing *web marketing, online marketing, e-marketing, or e-commerce* (Hermawan, 2012). *Marketing* is the activity of creating, communicating, delivering and exchanging offerings that have value for consumers or society. While the Internet is a media created digitally. In life, the internet is very easy to find the information needed, purchase goods, and much more that can be done through the internet media so that now the internet has become an important medium for companies or business people in exchanging offers. From this explanation the name *digital marketing* is present in the current digital era (Muljono, 2018)

### Product Quality

According to Kotler and Keller (2009), product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to Kotler and Armstrong in Martono and Iriani (2014) the meaning of product quality is " the ability of a product to perform its functions, it includes the product's overall durability, *reliability, precision, ease of operation and fairness, and other valued attributes* ", ease of operation, and product repair as well as other product attributes. According to Loindong (2022) Quality product is whole combination of characteristics product Which generated from a marketing engineering, production and maintenance that make the product work use and meet customer expectations. Product quality is something very important

### Reference Groups

*Reference group* (reference group) is a group that serves as a reference for someone in purchasing and consumption decisions. Schiffman and Kanuk defines a reference group "that is any person or group that is considered as a comparison (reference) for someone in forming general or special values, or in behavior. According to Suryani tatik, *a reference group* is an individual or group that is used as a reference for someone in making purchasing decisions. According to John C. Mowen, a reference group *is* a broad term that includes a number of more specific types of groups. . A common factor among all types of reference groups is that they are used by members as points of reference for evaluating the correctness of their actions, beliefs and attitudes. Based on the opinions of the experts above, it can be concluded that *a reference group* is an individual or group that functions as a person's reference in determining purchasing and consumption decisions as well as a basis for comparison in behavior.



**Figure 2. Conceptual Framework**

Based on the literature review and theoretical framework above, the hypothesis can be formulated as follows:

H1: *Digital marketing* has a positive effect on purchasing decisions for the Eiger Store Bukittinggi.

H2: Product quality positive effect on purchasing decisions Eiger Store Bukittinggi

H3: *Reference Group* has a positive effect on the purchasing decision of Eiger Store Bukittinggi

## METHODS

In this study using quantitative methods, according to (Sugiyono, 2015) quantitative methods are methods based on the philosophy of positivism, used to examine certain populations and samples, collecting data using research instruments, with the aim of testing established hypotheses (Hair et al. , 2013) . The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn, while the sample is part or number and characteristics possessed by the population. According to (Sugiyono, 2014) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. In this study, the population taken was all *Eiger Store customers* in Bukittinggi City. According to Sugiyono ( 2018) , the sample is part of the number of characteristics possessed by that population. The respondents selected in this study were men and women of various ages and backgrounds. The sampling method uses the sampling method, in this study will use a *purposive sampling technique* . The *purposive sampling* technique is a sample based on the researcher's judgment regarding anyone who is appropriate (meets the requirements) and meets the criteria for being sampled, namely *Eiger Store* customers with the following criteria

- a. Consumers of outdoor equipment products.
- b. Have made purchases of *outdoor* equipment products in the city of Bukittinggi or West Sumatera.

In this study, data will be collected by distributing questionnaires. Questionnaires are written statements used to obtain information from respondents with data collection techniques which are carried out by giving a set of questions or written statements to respondents to answer, which are usually personal matters. In this way it is expected to obtain information about the activities and problems encountered.

## RESULTS AND DISCUSSION

### Classic assumption test

The data analysis method used in this study is a multiple analysis model using SPSS v.25 software. Using the regression analysis method in testing the hypothesis, it is first tested whether the model meets the classical assumptions or not (Ghozali , 2011 ).

### Normality test

The purpose of this test is to find out whether the samples used in this study are normally distributed or not. To find out the results , the analysis is carried out as follows:

**Table 1. Normality Test**

		Unstandardized Residuals
N		16 0
Normal Parameters <sup>a,b</sup>	Means	.0000000
	std. Deviation	3.14098134
Most Extreme Differences	absolute	.077
	Positive	.077
	Negative	-.054
Test Statistics		.077
asympt. Sig. (2-tailed)		.070 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c . Lilliefors Significance Correction.		

*Source: Processed by SPSS*

Based on the table above, the significance value in this normality test is 0.70. This indicates that the data is normally distributed.

### Multicollinearity Test

The multicollinearity test aims to test whether in a regression model a significant correlation or relationship is found between the independent variables. In a good regression model there should be no correlation between the independent variables. To test for multicollinearity, it can be seen through the value of *the Variant Inflation Factor* (VIF) with the following criteria:

- If the tolerance number is above 0.1 and  $VIF < 10$ , it is said that there are no symptoms of multicollinearity
- If the tolerance number is above 0.1 and  $VIF > 10$ , it is said that there are symptoms of multicollinearity

**Table 2. Multicollinearity Test**

No	Variable	tolerance	VIF
1.	Digital Marketing	0.154 _	6,492
2.	Product quality	0.194 _	5,148
3.	Reference Groups	0.148	6,774

*Source: Processed by SPSS*

Based on the table above, each variable has a tolerance number above 0.1 and  $VIF < 10$ , so it is said that there are no symptoms of multicollinearity.

### Correlation Auto Test

According to (Ghozali, 2011) the autocorrelation test aims to find out whether in a linear regression model there is a correlation between disturbances in period  $t$  with errors in period  $t-1$  (previous). If there is a correlation, then there is called an autocorrelation problem. A good regression model is a

regression model that is free from autocorrelation. The way that can be done to detect the presence or absence of autocorrelation is to use the *Durbin Watson test* via SPSS. The general provisions used are as follows:

- a. If DW is less than 1 or greater than (4-dL), then there is an autocorrelation.
- b. If the DW lies between dU and (4-dU), then there is no autocorrelation.

If DW lies between dL and Du or between (4-dL) and (4-dL), then it does not produce a definite conclusion.

**Table 3. Auto Correlation Test**

Model	R	R Square	Adjusted Square	R std. Error of the Estimate	Durbin-Watson
1	.846 <sup>a</sup>	.716	.711	2.61842	2.168

- a. Predictors: (Constant), Reference Group, Product Quality, Digital Marketing
- b. Dependent Variable: Purchase Decision

Source: Processed by SPSS

Based on the table above, there is a Durbin Watson value of 2,168 with a du value of 1,750 and a dl value of 1,720, so the conclusion is that there is no autocorrelation because DW lies between dU and (4-dU), so there is no autocorrelation ( $1,720 < 2,168 < 2,280$ ).

#### d. Heteroscedasticity Test

According to (Ghozali, 2011) the heteroscedasticity test aims to test whether in the regression model there is an inequality of residual variance from one observation to another. In regression, one of the assumptions that must be met is that the residual variance from one observation to another does not have a specific pattern.

**Table 4. Heteroscedasticity Test**

Model		Unstandardized		Standardized		Q	Sig.
		B	std. Error	Betas			
1	(Constant)	3,729	.805			4,630	.000
	Digital Marketing	-.002	.070	-.005		-.027	.979
	Product quality	.109	.105	.183		1030	.304
	Reference Groups	-.061	.036	-.341		-1,675	.096

- a. Dependent Variables: RES2

Source: Processed by SPSS

Based on the data above, the significance value of each variable shows above  $> 0.05$ , so that the data does not occur heteroscedasticity.

## MULTIPLE REGRESSION TEST

Regression has various forms. Simple linear regression and multiple linear regression are used to find a model of a linear relationship between the independent variables and the dependent variable as long as the data types are intervals and ratios.

**Table 5. Multiple Regression Test a**

Model		Unstandardized		Standardized	Q	Sig.
		Coefficients		Coefficients		
		B	std. Error	Betas		
1	(Constant)	7,503	1,204		6,232	.000
	Digital Marketing	.026	.104	.027	14,925	.000
	Product quality	.132	.158	-.081	13,338	.000
	Reference Groups	.438	.054	.892	8,059	.000

a. Dependent Variable: Purchase Decision

Based on the table above, the formula for multiple regression analysis is as follows:

$$Y = 7.503 + 0.026DM + 0.132KP + 0.438RG + e$$

The figures generated from the model above are as follows: A constant value of 7,503 means that without the *Digital Marketing*, *Product Quality*, *Reference Group variables*, the Purchase Decision value has reached 7,503 times. The *Digital Marketing* value is 0.026 showing positive results, which means that every increase in *Digital Marketing* by 1 will increase the Purchase Decision by 0.026. The coefficient value of *Product Quality* is 0.132 indicating a positive result, which means that every increase in *Product Quality* by 1 will increase the Purchase Decision by 0.132, The *Reference Group coefficient value* is 0.438 indicating a positive result, which means that each increase in *the Reference Group* by 1 will increase the Purchase Decision by 0.438

## HYPOTHESIS TESTING

Test kindly Partial (Test)

Partially, hypothesis testing is done by t test , the t statistical test shows the effect of one independent variable individually in explaining the dependent variable using a significant 5% (Ghozali, 2011). The criteria are as follows:

- If the significant value <0.05 means the hypothesis is accepted
- If the value is significant > 0.05, it means that the hypothesis is rejected

**Table 6. T test**

Coefficients <sup>a</sup>						
Model		Unstandardized		Standardized	Q	Sig.
		Coefficients		Coefficients		
		B	std. Error	Betas		
1	(Constant)	7,503	1,204		6,232	.000
	Digital Marketing	.026	.104	.027	14,925	.000
	Product quality	.132	.158	-.081	13,338	.000
	Reference Groups	.438	.054	.892	8,059	.000

a. Dependent Variable: Purchase Decision

Based on the table above, the *Digital Marketing t value* is 14,925 with a significance of 0,000, so the hypothesis is acceptable, the t value of *Product Quality* is 14,925 with a significance of 0,000, so the hypothesis is acceptable, the *Reference Group t value* is 8,059 with a significance of 0,000, so the hypothesis is acceptable.

**b. Simultaneous Test ( Test F)****Table 7. F test**

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	2713,488	3	904,496	131,925	.000 <sup>b</sup>
	residual	1076,413	157	6,856		
	Total	3789901	160			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Reference Group, Product Quality, Digital Marketing

Source: Processed by SPSS

Based on the table above, the df value is 3 and the F value is 8,131,925 ( $3 < 8,131,925$ ) with a significance value of 0,000, so the conclusion is that there is an influence of the independent variable on the dependent variable.

**c. Determination Coefficient Test (R Square)****Table 8. R Square test**

Model	R	R Square	Adjusted Square	R std. Error of the Estimate	Durbin-Watson
1	.846 <sup>a</sup>	.716	.711	2.61842	2.168

a. Predictors: (Constant), Reference Group, Product Quality, Digital Marketing

b. Dependent Variable: Purchase Decision

Source: Processed by SPSS

Based on the table above, the Square value shows 0.716 or 71.6%, meaning that the factors that influence purchasing decisions, namely , *Digital Marketing*, *Product Quality* , *Reference Group* have a percentage of 71.6%, the rest are influenced by other variables.

**DISCUSSION****The Influence of Digital Marketing on Purchasing Decisions**

Based on the results of the Hypothesis Test above, there is a significant influence between Digital Marketing and the Eiger Store Product Purchase Decision in Bukittinggi. The better the digital marketing strategy, the better the purchasing decisions of eiger store customers. Digital Marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks (Hisam, 2018). Digital marketing is the use of the internet and the use of other interactive technologies to create and link information between companies and consumers in the form of websites, search engine marketing, web banners, social networking, viral marketing, e-mail marketing and affiliate marketing (Malik, 2017). At a time when the effectiveness of traditional marketing has decreased, new methods in the world of marketing have experienced significant growth. There are six digital marketing indicators according to: Website, Search Engine Marketing, Web Banners, Social Networks, E-mail marketing, Affiliate marketing Research results by Batu et al., (2019); Laluyan et al., (2019); Yogastrian (2020) states that Digital Marketing has a significant positive effect on the Purchase Decision variable. This is in accordance with research by Batu et al., (2019); Laluyan et al., (2019); Yogastrian (2020) states that Digital Marketing has a significant positive influence on purchasing decision variables.

**The Influence of Product Quality on Purchasing Decisions**

Based on the results of the Hypothesis Test above, there is a significant influence between Product Quality on the Eiger Store Bukittinggi Product Purchase Decision. The better the quality of the products offered by the eiger store Bukittinggi, the better the impact on the purchasing decisions of eiger store



customers. This is in accordance with research conducted by Anwar (2015) which shows that product quality influences purchasing decisions. This opinion is also supported by research conducted by Monalisa (2015) which reveals that product quality that is considered good by consumers will create purchasing decisions. Purchasing decisions will be made when consumers have chosen the right product to meet their needs. Purchasing decision is the stage in the buyer's decision-making process where consumers actually buy (Kotler and Armstrong, 2012: 226). Thus, it can be concluded that there is a relationship between product quality and purchasing decisions.

### **The influence of the Reference Group on Purchasing Decisions**

Based on the results of the Hypothesis Test above, there is a significant influence between the Reference Group on the Eiger Store Bukittinggi Product Purchasing Decision. The more reference group sources, the more it can influence customers in making purchasing decisions. This is in accordance with research conducted by According to Firdaus (2016) which states that "a reference group is an individual or a group of people who significantly influence a person's behavior related to purchasing decisions. Consumers also seek to build a reputable and respectable impression on their peers. For example, Kurt et al. (2016) found that men tend to have higher purchase intentions when shopping with friends than when they go alone. All of these studies try to explain the impact of reference groups on purchase intentions. However, other marketing stimuli, such as the type of buyer and product involvement, can also have an impact on purchase intention. These stimuli will interact during the decision-making process. Consumers consider the level of product involvement before buying a product that they use reference groups as information cues, which is related to their purchase intentions. (Puriwat, 2016)

## **CONCLUSION**

This study aims to examine the Effects of Digital Marketing. Product Quality, Reference Group on Purchasing Decisions of Eiger Store Bukittinggi Customers. After conducting data analysis using analytical techniques using SPSS V.25, the processing of statistical results to test the research hypothesis is obtained, as follows:

- 1) Digital Marketing has a positive effect on Purchase Decisions. The better the Digital Marketing strategy, the better the impact on purchasing decisions for Eiger store customers
- 2) Product Quality has a positive effect on Purchasing Decisions. The better the quality of the products offered by the eiger store Bukittinggi, the better the impact on the purchasing decisions of eiger store customers.
- 3) Reference Group has a positive effect on Purchasing Decisions.

## **SUGGESTION**

Based on the research results in the research that has been done, to increase the purchase intensity of Eiger Store Bukitinggi customers, the authors make several suggestions, namely:

- 1) In order for the Eiger Store to improve its service.
- 2) In order for the Eiger Store to improve the quality of its products.
- 3) In order for the Eiger Store to maintain good relations with its customers.
- 4) So that the Eiger Store makes the Digital Marketing Strategy even more interesting

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