

**THE INFLUENCE OF DIGITAL MARKETING, SERVICE QUALITY
AND BRAND IMAGE ON PURCHASING DECISIONS AT CV. EKA
KARUNIA MOTOR LAMONGAN**

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Article Info	ABSTRACT
Keyword: Digital Marketing, Service Quality, Brand Image, Purchasing Decisions	Based on data from the Indonesian Motorcycle Industry Association (AISI), total motorbike sales in 2023 will be 6.236.902 units, which means that at least 4,86 million units will be from the Honda brand. CV. Eka Karunia Motor Lamongan is one the popular Honda dealers in Lamongan. Competition in the automotive industry is a challenge that must face CV. Eka Karunia Motor Lamongan. This research aims to see the influence of digital marketing, service quality and brand image on purchasing decisions at CV. Eka Karunia Motor Lamongan. Primary data in this research was obtained from respondents and measured quantitatively. The information obtained through the survey consisted of 20 statements/questions. This research used a sample of 96 buyers at CV. Eka Karunia Motor Lamongan using random sampling techniques. Data analysis in this research was carried out using SPSS software version 30. The findings from this study show that Digital Marketing, Service Quality and Brand Image factors have a positive influence on Purchasing Decisions.

INTRODUCTION

As the economy develops, the need for transportation continues to increase. Land transportation, especially motorbikes, is generally used by the Indonesian population, so that the motor vehicle industry in Indonesia is growing. The increasing competitiveness in the motorcycle market requires every organization to carefully meet consumer desires and fulfil their expectations. Every organization must consider aspects such as procedures, human resources, and the environment, in addition to the products or services offered. Providing superior service is a strategy that organizations can use to succeed in the market Ariandi et al., (2019).

CV. Eka Karunia Motor Lamongan is a well-known Honda dealer in Lamongan Regency. This dealer is located at Jl. Sunan Drajad, No. 12, Lamongan. This business offers a variety of Honda bikes. CV. Eka Karunia Motor Lamongan's motorcycle sales data has changed in the last five months due to increasing competition in the automotive sector in Lamongan Regency. The company's customer

interest is unpredictable, with the lowest sales recorded in March 2024 at 390 units and the largest in August at 587 units. Sales then decreased significantly in September at 398 units. CV. Eka Karunia Motor uses digital media in its marketing strategy to facilitate customer access to the latest information about its products.

According to Andrian (2019) Digital Marketing is the act of marketing or promoting a brand or product through digital media or the internet. In this case, of course, there are factors that can support digital marketing, namely service quality. According to Kotler (2019) Service Quality is an evaluation by consumers of the difference between the level of service received and the level of service expected. The formation of a brand image is a very important element in a company's marketing strategy. According to Firmansyah (2019) defines Brand Image as a perception that appears in the minds of consumers when remembering a brand from a particular product line.

The results of the study, Saputro et al., (2020) the results of this study indicate that Digital Marketing has a positive and significant influence on purchasing decisions for a product. However, in the study of Amar et al., (2023) the results of the study showed that the Digital Marketing variable has a negative and insignificant effect on purchasing decisions. The results of the study, Ardiansyah et al., (2023) the results of the study showed that Service Quality has a positive and significant effect on purchasing decisions for a product. However, in the study of Polla et al., (2018) the results of the study showed that the Service Quality variable has a negative and insignificant effect on purchasing decisions. The results of the study, Chen et al., (2021) the results of the study showed that Brand Image has a positive and significant effect on purchasing decisions for a product. However, in the study of Parengkuan et al., (2014) the results of the study showed that Brand Image has a negative and insignificant effect on purchasing decisions.

Based on the background above, there are still many phenomena and research gaps that occur, therefore researchers are interested in conducting research on the influence of digital marketing, service quality and brand image on purchasing decisions. Therefore, the researcher intends to conduct a study entitled "THE INFLUENCE OF DIGITAL MARKETING, SERVICE QUALITY AND BRAND IMAGE ON PURCHASE DECISIONS AT CV. EKA KARUNIA MOTOR LAMONGAN".

RESEARCH METHODS

In this study, the data analysis method used is quantitative data analysis. The population used in this study are consumers or customers of CV. Eka Karunia Motor Lamongan for the last 5 months, from June to October 2024. Probability sampling is the method used in this study or research, in sampling the technique used is simple random sampling where the samples used are selected randomly from the entire population using the slovin formula. The population used was 2,339 from the last 5 months of sales data and a sample of 96 people were obtained as respondents. In this study, SPSS version 30 was used to process the data. The data analysis techniques used in this study are validity tests, reliability tests, classical assumption tests, multiple linier regression analysis, determination coefficient tests (R_2), t tests and f tests.

RESULTS AND DISCUSSION

Validity Test

In this study, validity was tested by applying a method where variables are considered valid when the correlation coefficient value r_{hitung} exceeds 0,199, while variables are said to be invalid if the correlation coefficient value r_{hitung} is less than 0,199.

Table 1 Validity Test Results

	Variabel	r_{hitung}	r_{tabel}	Information
Digital Marketing	X1.1	0,753	0,199	VALID
	X1.2	0,733	0,199	VALID
	X1.3	0,700	0,199	VALID
	X1.4	0,751	0,199	VALID
	X1.5	0,729	0,199	VALID
Service Quality	X2.1	0,826	0,199	VALID
	X2.2	0,796	0,199	VALID
	X2.3	0,791	0,199	VALID
	X2.4	0,840	0,199	VALID
	X2.5	0,807	0,199	VALID
Brand Image	X3.1	0,826	0,199	VALID
	X3.2	0,690	0,199	VALID
	X3.3	0,686	0,199	VALID
	X3.4	0,746	0,199	VALID
	X3.5	0,813	0,199	VALID
Purchase Decisions	Y.1	0,799	0,199	VALID
	Y.2	0,751	0,199	VALID
	Y.3	0,841	0,199	VALID
	Y.4	0,897	0,199	VALID
	Y.5	0,789	0,199	VALID

Source data processed SPSS 30

Based on the calculated r_{hitung} obtained by all question items, then based on the decision making guidelines, it can be concluded that all question items are said to be valid because they have a calculated r_{hitung} value greater than 0,199.

Reliability Test

Reliability test indicates the extent of the stability of the response by respondents to several variables, which is reflected in the reliability of the measuring instrument. If the Cronbach alpha value exceeds 0.70, it indicates that the instrument is reliable, while if the Cronbach alpha value does not exceed 0.70, the instrument is considered unreliable. Table 4.5 shows the results of the reliability test.

Table 2 Reliability Test Result

Reliability Statistics		
Model	Cronbach's	Information
Digital Marketing	0,793	Reliabel
Service Quality	0,871	Reliabel

<i>Brand Image</i>	0,809	Reliabel
Purchase Decisions	0,874	Reliabel

Source Data processed SPSS 30

CLASSICAL ASSUMPTION TEST

Test Normality

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			96
Normal Parameters ^{a,b}	Mean		.000000
	Std. Deviation		2.00362159
Most Extreme Differences	Absolute		.067
	Positive		.059
	Negative		-.067
Test Statistic			.067
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.359
	99% Confidence Interval	Lower Bound	.346
		Upper Bound	.371

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source Data processed SPSS 30

Based on table 3 above, the data shows sig > 0.05. The Asymp Sig value (2 tailed) is 0.200 so it can be concluded that the questionnaire data is normally distributed.

Multicollinearity Test

Table 4 Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Digital Marketing	.410	2.437
	Service Quality	.434	2.302
	Brand Image	.502	1.990

a. Dependent Variable: Purchase Decisions

Source Data processed SPSS 30

Based on table 4, it shows that all independent variables, namely Digital Marketing, Service Quality and Brand Image have a tolerance value of > 0.10 and a VIF value of < 10.00, so it can be concluded that all variables in this study consisting of Digital Marketing, Service Quality and Brand Image do not experience multicollinearity.

Heteroscedasticity Test

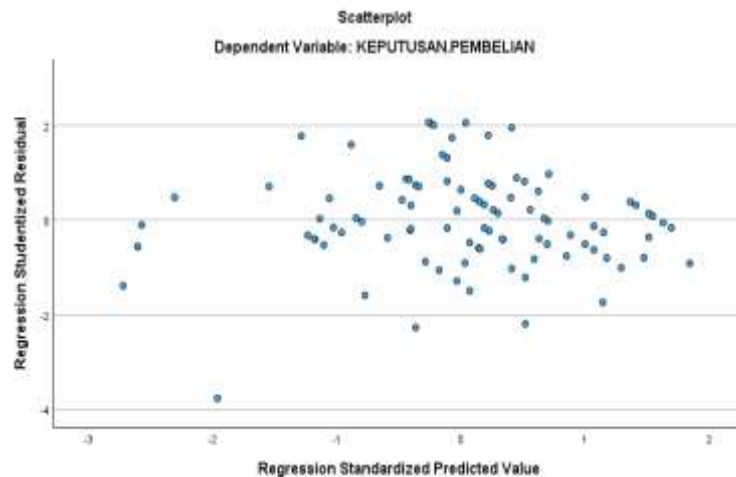


Figure 2 Heteroscedasticity Test Result

Source Data processed SPSS 30

Based on the scatterplot graph, it can be seen that the points are spread randomly and do not form a clear or regular pattern, and the points are spread above the number 0 on the Y axis, so it can be concluded that this study shows that there is no deviation from the classical assumption of Heteroscedasticity.

INFLUENCE TEST

Multiple Linier Regression Analysis

Multiple linear regression testing is useful for identifying the influence of two or more independent variables on a dependent variable.

Table 5 Multiple Linier Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.602	1.361		-1.177	.242
	DIGITAL.MARKETING	.495	.099	.421	4.999	<.001
	SERVICE QUALITY	.236	.088	.220	2.690	.008
	BRAND.IMAGE	.366	.087	.320	4.208	<.001

a. Dependent Variable: PURCHASE DECISIONS

Source Data processed SPSS 30

After observing the analysis listed in table 5, the multiple linear regression equation can be shown in the following manner:

$$Y = -1,602 + 0,495 X_1 + 0,236 X_2 + 0,366 X_3$$

Coefficient Of Determination Analysis

The coefficient of determination is basically used to measure the extent to which an independent variable contributes to a dependent variable (R^2).

Table 6 Results Of Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.732	.723	2.03603

a. Predictors: (Constant), BRAND.IMAGE, SERVICE QUALITY, DIGITAL.MARKETING

Source Data processed SPSS 30

The coefficient of determination value obtained by Adjusted R Square of 0.723 or 72.3% shows how much variation there is in the dependent variable. Which means that 72.3% of the variables of the purchasing decision can be explained by the three independent variables, namely Digital Marketing (X1), Service Quality (X2) and Brand Image (X3). The remaining 27.7% is explained by other variables outside of these variables.

HYPOTHESIS TESTING

t-TEST (Partial)

According to Pragita (2023) the t-test is usually used to evaluate the effect of independent variables on dependent variables partially. To test it, the Ttable value is compared with the Tcount value greater than Ttable with a significance below 5% is considered a partial effect of the independent variable on the dependent variable, and vice versa.

Table 7 t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.602	1.361		-1.177	.242
	DIGITAL.MARKETING	.495	.099	.421	4.999	<.001
	SERVICE QUALITY	.236	.088	.220	2.690	.008
	BRAND.IMAGE	.366	.087	.320	4.208	<.001

a. Dependent Variable: PURCHASE DECISIONS

Source Data processed SPSS 30

1. The findings from the above test show that the sig value of 0.001 is smaller than 0.05 and the t_{hitung} $4,999 > t_{tabel}$ 1,662. Therefore, the conclusion is that H_0 is rejected and H_a is accepted because the probability value is smaller than the significance level of 0.05, which means that Digital Marketing (X1) has a significant positive effect on Purchasing Decisions (Y).

2. The findings from the above test show that the sig value of 0.008 is smaller than 0.05 and the t_{hitung} $2,690 > t_{tabel}$ 1,662. Therefore, the conclusion is that H_0 is rejected and H_a is accepted because the probability value is smaller than the significance level of 0.05, which means that Service Quality (X2) has a significant positive effect on Purchasing Decisions (Y).

3. The findings from the above test show that the sig value of 0.001 is smaller than 0.05 and the t_{hitung} 4,208 > t_{tabel} 1,662. Therefore, the conclusion is that H_0 is rejected and H_a is accepted because the probability value is smaller than the significance level of 0.05, which means that Brand Image (X3) has a significant positive effect on Purchasing Decisions (Y). The findings from the t-test, it was concluded that the Digital Marketing variable with a t_{hitung} 4,999 partially has a more dominant influence on Purchasing Decisions.

f Test

The use of Simultaneous Test is basically used to determine whether all independent variables have a simultaneous/joint influence on the dependent variable. This is done by applying the F distribution in the testing process.

Table 8 f Test Results

ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1042.456	3	347.485	83.824	<.001 ^b
	Residual	381.377	92	4.145		
	Total	1423.833	95			

a. Dependent Variable: PURCHASE DECISIONS

b. Predictors: (Constant), BRAND.IMAGE, SERVICE.QUALITY, DIGITAL.MARKETING

Source Data processed SPSS 30

Based on table 8 above, the f_{hitung} result is 83.824 while the f_{tabel} is 2.70 so that $f_{hitung} > f_{tabel}$ then H_0 is rejected and it is concluded that there is a significant influence between the variables Digital Marketing, Service Quality and Brand Image.

DISCUSSION

In table 7 the results of the t-test conducted have shown that the calculated t_{hitung} is superior to the t_{tabel} . Where the variables Digital Marketing, Service Quality and Brand Image have a significant positive value <0.05 which explains that the variables Digital Marketing, Service Quality and Brand Image have a partial effect on Purchasing Decisions. This can be shown that H_{01} , H_{02} , H_{03} are rejected and H_{a1} , H_{a2} , H_{a3} can be accepted, namely there is an influence of Digital Marketing, Service Quality and Brand Image on Purchasing Decisions at CV. Eka Karunia Motor Lamongan.

Based on the description of table 8, the results of the F test can be concluded that the variables Digital Marketing, Service Quality and Brand Image can improve a buyer in making a purchasing decision at CV. Eka Karunia Motor Lamongan.

CONCLUSION

The findings of this t-test (partial test) resulted in digital marketing having a significant influence on purchasing decisions. The results showed that digital marketing had a t_{hitung} of 4.999 > t_{tabel} 1.662. The results of this study found that digital marketing had a significant influence on purchasing decisions at CV. Eka Karunia Motor Lamongan.

The findings of this t-test (partial test) resulted in service quality having a significant influence on purchasing decisions. The results showed that service quality had a t_{hitung} of 2,690 > t_{tabel} 1.662. The results of this study found that service quality had a significant influence on purchasing decisions at CV. Eka Karunia Motor Lamongan.

The findings of this t-test (partial test) resulted in brand image having a significant influence on purchasing decisions. The results showed that brand image had a t_{hitung} of 4.208 > t_{tabel} 1.662. The results of this study found that brand image had a significant influence on purchasing decisions at CV. Eka Karunia Motor Lamongan.

Based on the results of the f test that has been carried out, the results show that the f_{hitung} result is 83.824 while the f_{tabel} is 2.70 so that the $f_{hitung} > f_{tabel}$ with the rejection of H_0 , it is concluded that simultaneously/together there is an important relationship between digital marketing, service quality and brand image.

Based on the findings of the test presented above, it can be concluded that the digital marketing variable with a t_{hitung} of 4.999 is therefore partially more dominant in influencing purchasing decisions.

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