Impact of Digital Marketing Features on Consumer's Purchase Decision in High End Brand "ButtonScarves": Brand Image as a Mediator

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Abstract. *The main objective of this research is to determine the influence of digital marketing on purchasing decisions. This research also aims to determine whether brand image mediates the relationship between digital marketing and purchasing decisions. The required data was obtained from a questionnaire via an online survey on Google Form. After going through responses from 45 respondents using Buttonscarves products who had made purchases on the Buttonscarves website, the data was analyzed using SEM PLS 3.0. The result is that there is a direct influence of digital marketing on brand image, but there is no significant influence of digital marketing on purchasing decisions. The results further state that brand image has a direct influence on purchasing decisions. Brand image is also able to mediate the indirect relationship between digital marketing and purchasing decisions. Theoretically, this research confirms that consumers do not immediately make purchasing decisions with digital marketing in a company, without knowledge about the brand image of the product they want to buy.*

Keywords: Digital Marketing, Brand Image, Purchase Decision

INTRODUCTION

The premium hijab market in Indonesia is very growing, not only in demand by domestic Muslim women, but also by neighboring countries such as Malaysia, Singapore and Thailand. So, it is not surprising that there are many premium hijab sellers who are dominated by young people. Referring to The State Global Islamic Economy (SGIE) Report 2020/2021, the projected world Muslim fashion consumption in 2024 will reach US$311 billion. Meanwhile, Indonesian Muslim fashion consumption in 2019 was worth US$16 billion, or the fifth largest in the world after Iran, Turkey, Saudi Arabia and Pakistan. This shows significant progress in the Muslim fashion industry in Indonesia and is confirmed by the Ministry of Industry (Kemenperin), the Indonesian Muslim fashion industry is ranked third in the world.

Consumer shopping preferences in Indonesia still tend to choose clothing products, including fashion products. This is an opportunity for Buttonscraves to expand its market share in Indonesia, which is a potential market by increasing sales through consumer purchasing decisions. The purchasing decision making process can be described as the phases that consumers go through until they make a final purchasing decision. Marketers must focus on

the entire process, because consumers experience different phases before reaching a purchasing decision (Ahmadi, 2018). Every company organization is expected to be able to develop a marketing strategy to survive in the face of competition, one of which is having a marketing strategy in the form of a marketing mix with digital marketing. This company's business strategy is expected to have an impact on financial and non-financial profits, survival in the industry, and to achieve the organization's long-term goals (Yani & Triadinda, 2022).

According to (Yani & Triadinda, 2022), digital marketing is a marketing activity that includes branding using several internet-based media or social networks such as blogs, websites, e-mail, AdWords. Buttonscarves utilizes digital marketing to maximize marketing strategies by disseminating information through several media in the form of websites, social media and marketplaces. Research (Lombok & Samadi, 2022) states that there is a positive influence of digital marketing on purchasing decisions. However, this is contrary to research (Dewi et al., 2022) which states that digital marketing does not directly influence purchasing decisions, so moderation is needed.

Another factor that strengthens a person's decision making is brand image. Brand image is a very important thing for companies to pay attention to, through a good brand image it can create emotional value. Research (Lombok & Samadi, 2022) states that brand image influences purchasing decisions. Brand image is a differential effect to find out whether the brand name has been responded to by customers towards products and marketing (Dewi et al., 2022). Based on the phenomenon which is strengthened by supporting empirical data and the existence of a research gap in the predictors that have been described, researchers are interested in testing the influence of digital marketing on purchasing decisions with brand image as mediation.

LITERATURE REVIEW

Digital marketing is a form of business to market and promote a brand or product through the digital world or the internet. With the aim of being able to reach consumers and potential consumers quickly and on time (Ramadhan, 2022). Indicators of digital marketing variables that can influence consumer purchasing decisions (Masrianto et al., 2022) *Fulfillment/reliability, Website design, Customer service and Security/privacy.*

Brand Image is a representation of the overall perception of a brand and is formed from information and consumers' past experiences with that brand. consumers buy the product without any plans to buy beforehand or without any special considerations when deciding to buy (Lombok & Samadi, 2022). Furthermore, in (Ronitua et al., 2018), brand image can be

measured based on existing aspects and indicators of a brand which include; strength, uniqueness, favorable.

Tjiptono (Tjiptono, 2019), a purchasing decision is a process where consumers recognize the problem, look for information about a particular product, and evaluate each alternative that can solve the problem, then leading to a purchasing decision. Purchasing Decision Indicators According to (Tjiptono, 2019), purchasing decisions consist of several dimensions, including; Product choice, brand choice, dealer selection, purchase time, purchase quantity, and payment method.

RESEARCH METHOD(S)

The object of research in this research is consumers who use Buttonsraves products. In this research, primary data was taken using a questionnaire via the online questionnaire application Google Forms and then secondary data was taken through various websites or survey institutions that provide information or data that can be used as secondary research data. The characteristics sampled in this study are as follows:

1.Respondents are consumers who use Buttonscraves products

2.Respondents are Buttonscarves consumers who have made transactions on e-commerce or marketplaces and the Buttonscarves website.

The measurement model or often called the outer model is the relationship between each indicator or manifest variable and its latent variables (Narimawati, Sarwono, Affandy, et al., 2020). The PLS-SEM measurement model projects how big the relationship between each indicator or manifest variable is to the latent variable. Apart from measuring the magnitude of the value of the manifest or indicator variables, PLS-SEM also measures the magnitude of the influence value of each latent variable. A structural model is a model used to measure, calculate and relate latent variables (Sarwono & Narimawati, 2015). The research hypothesis is a temporary assumption regarding research that uses statements. The author makes the hypothesis as follows:

1. There is an influence of Digital Marketing variables on Brand Image

2. There is an influence of Digital Marketing variables on purchasing decisions

3. There is an influence of the Brand Image variable on purchasing decisions

4. There is an influence of the Digital Marketing variable on Purchasing Decisions through the Brand Image variable

FINDINGS AND DUSCUSSION

Starting from the difficulty of finding a comfortable and fashionable hijab, Mrs. Linda was inspired to establish a hijab brand called Buttonscarves in 2016. Until now, Buttonscarves not only sells hijabs, but also various other fashion products such as shoes, bags, and so on. Buttonscarves has also expanded its business to several countries and has collaborated with leading companies. Buttonscarves also maximizes various internet marketing strategies such as online digital ads strategies, social media and websites, as well as collaborations with various other brands that can bring in new market share as well as provide much better branding. At this stage research is carried out by analyzing respondents' answers to the questionnaire, especially in the respondent profile section which will produce demographic analysis. The resulting demographic information includes gender, age, and income.
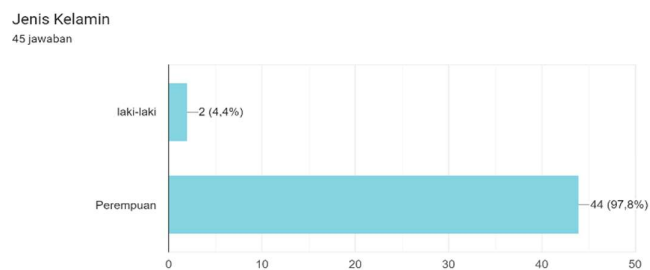

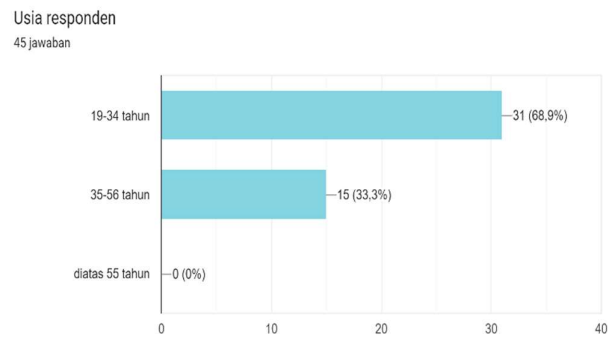Image 1. Demographic Statistic of the sample (Gender)

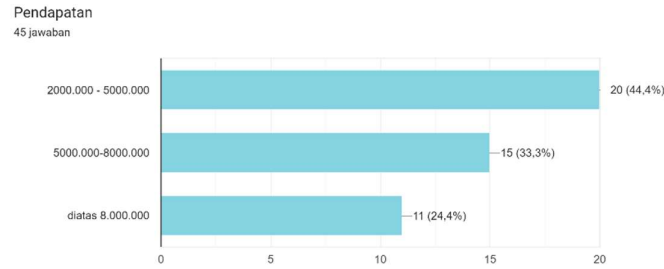Image 2. Demographic Statistic of the sample (Age)

Image 3. Demographic Statistic of the sample (sallary)

Researchers conducted statistical analysis using SmartPLS version 3.0. There are two analyzes carried out by researchers at this stage, namely measurement model analysis (outer model) and structural model (inner model). The measurement model (outer model) is carried out through a process of testing the validity and reliability of the outer model through indicators of reliability, internal consistency reliability, convergent validity and discriminant validity. Meanwhile, testing the structural model (inner model) via path coefficient (β), coefficient of determination ($R2$), t-test via bootstrapping method, effect size (f2), predictive relevance ($Q2$), and relative impact ($q2$) using the testing method blindfolding (Narimawati, Sarwono, Munandar, et al., 2020).
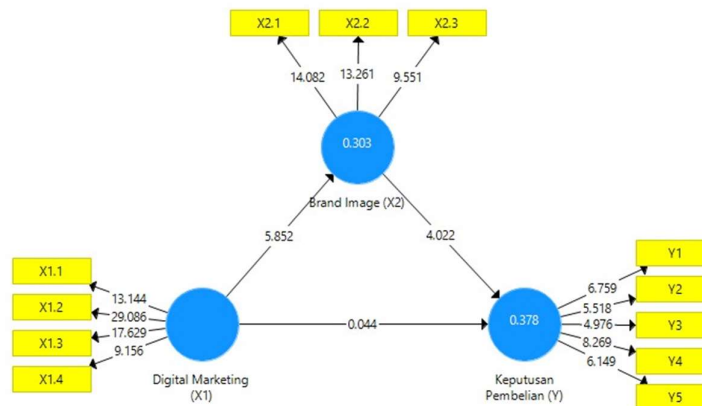
Image 4. Outer Model Analysis with SmartPLS

Discriminant Validity

Fornell-Larcker Criterion

	X1	X2	Y
X1	0.867		
X2	0.551	0.793	
Y	0.334	0.615	0.758

Image 5. Discriminant Validity

1. **The influence of Digital Marketing variables on Brand Image**

   The direction of influence of the original sample value shows a positive value with a significance value below 5%. The positive direction shows that digital marketing has an effect on brand image. Based on the test results, it can be concluded that the first hypothesis is accepted. The results of this research are in line with research (Fitrianna & Aurinawati, 2020) which states that digital marketing has a significant effect on the brand image of Monggo chocolate. This research is also supported by research (Dewi et al., 2022) which states that digital marketing has a significant effect on brand image in tourism in Yogyakarta.

2. **The influence of Digital Marketing variables on purchasing decisions**

   The direction of influence of the original sample value shows a negative value. The negative direction shows that digital marketing has no effect on purchasing decisions. Based on the test results, it can be concluded that the second hypothesis is rejected. The results of this research are in line with research (Dewi et al., 2022) which states that digital marketing does not have a positive effect on tourist decisions so that there is a need for mediation by other variables. This research is also supported by research (Aziza, 2021) which states that digital marketing has no influence on the decision to purchase chicken menus in the pandemic era.

3. **The influence of the Brand Image variable on purchasing decisions**

   The direction of influence of the original sample value shows a positive value with a significance value below 5%. The positive direction shows that brand image influences purchasing decisions. Based on the test results, it can be concluded that the third hypothesis is accepted. The results of this research are in line with research (Lombok & Samadi, 2022) which states that brand image has a significant influence on purchasing decisions for Emina products. This research is also supported by research (Susilawati et al., 2021) which states that partially brand image influences the decision to purchase the Sulthanah Hijab in Tegal City.

4. **The influence of digital marketing variables on purchasing decisions with brand image as intervening (mediation)**

   The direction of influence of the original sample value shows a positive value with a significance value below 5%. The positive direction shows that brand image is able to mediate the indirect influence of digital marketing on purchasing decisions. Based on the test results, it can be concluded that the fourth hypothesis is accepted. The results of this research are in line with research (Harto et al., 2021) which states that brand

image can mediate the influence of Digital Marketing variables on purchasing decision variables. This research is also supported by (Putri & Munas, 2023) who stated that brand image is able to mediate the indirect influence of digital marketing variables on purchasing decisions for Wingko Babat products.

CONCLUSION AND RECOMMENDATION

Based on the research that has been carried out, there are several conclusions that are expected to be able to answer the problems formulated in this research, namely:

1. The results of the first hypothesis test state that the significant value is > 1.96, there is a significant influence of digital marketing on brand image with an influence value of 5.852.
2. The results of the second hypothesis test state that there is no direct significant influence of digital marketing variables on purchasing decisions with a value of 0.044.
3. The results of the third hypothesis test state that the significant value is > 1.96, there is a direct significant influence of the brand image variable on purchasing decisions with a significance value of 4.022
4. The results of the fourth hypothesis test state that brand image is able to mediate the indirect influence of digital marketing on purchasing decisions with a value of 3.324.

Suggestions :

Based on the research results, there are several suggestions for business actors in the digital era:

1. Optimizing the role of digital marketing so that it has a big impact on purchasing decisions and increasing sales by adding an official store to the marketplace.
2. Provides easy website access
3. Add other variables to moderate digital marketing
4. Providing literacy to consumers regarding transactions on the website so that the majority of Buttonscarves consumers make purchases on the official website.

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