

Determinant Of Purchase Decision, Study Case: PT. Unilever Indonesia

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Abstract: *The process of offering products to consumers has begun to develop along with the development of technology. A proper marketing strategy is the main key to make a business performed well in accordance with company expectation. Digital marketing has been widely used by entrepreneur in their business activities to improve their company performance. Meanwhile product quality is one of consumers' consideration in purchasing a product. When consumers are interested to consume a certain product, they will most likely make a decision to purchase it. This research aims to find out the influence of digital marketing and product quality on purchase decisions using multiple linear regression analysis methods. The respondents are 100 consumers of Unilever products in Bogor Regency with Cluster Random Sampling technique. By implementing a multiple linear regression model, the study revealed that both digital marketing and product quality affects purchase decisions partially and simultaneously.*

Keywords: *Digital Marketing, Product Quality, Purchase Decisions, Unilever, Multiple Linear Regression.*

1. INTRODUCTION

The existence of digital technology has been undoubtedly affect the intense competition in business, especially in the field of marketing (Fadillah, 2019). Marketing is the main key to make a business performed well in accordance with company expectation. Marketing, the process of offering products to consumers has begun to develop along with the development of technology.

Currently, in an all-digital world, companies are turning to implement online marketing method by utilizing internet. Digital marketing is often referred to as “online marketing/internet marketing/web marketing” (Chaffey & Ellis, 2019).

A potential wide market share is an advantage of using an online business. Many companies are changing their marketing strategy to digital-based, for example by trading on e-commerce platforms (Efendioglu, 2016).

E-commerce a platform of buying and selling transactions electronically through internet media without having a direct interaction between the seller and the buyer. The application of E-commerce is a way to market products more easily without having to spend a lot of money (Joines et al., 2003).

By applying digital marketing strategy, company can easily offer their products and make transactions with consumers without the limitations of space and time (Niranjanamurthy, 2014).

Digital marketing has an effect on company performance, as evidenced by how digital marketing can improve purchasing decisions. This is supported by the results of a survey in 2019 conducted by the Indonesian Internet Service Provider (APJII). The results show that the development of the internet in Indonesia is currently having a positive impact (APJII, 2020).

Table 1. Internet User Penetration

Year	Population	Internet User	Internet Penetration
2017	262 Million	143.36 Million	54.6%
2018	264.16 Million	171.17 Million	64.8%
2019	266.91 Million	196.7 Million	73.7%

Table 1 shows that there were increasing number of internet users from 2017 to 2019. In 2017 internet users reached 143.36 million people with a penetration of 54.7 percent of the total Indonesian population of 262 million. In addition, an increase of internet users in Indonesia from 143.36 million people in 2017 became 171.17 million people in 2018. It can also be stated as an increase in the number of internet users by 10.12% from the previous year. Meanwhile, in 2019 APJII released the latest survey results which showed that there was an increase in internet usage in Indonesia from 171.17 million user in 2018 increasing to 196.7 million users in 2019.

Marketing strategies is not the only determinant of purchase decision, one of the main factors to improve purchase decisions is product quality (Anggita & Ali, 2017). Product quality expectation can determine consumers' perception. Hence, company is required to always maintain quality of their products to secure the competitive advantage. Product quality is the main focus in the company, quality is one of the important policies in increasing product competitiveness which must provide satisfaction to consumers which is exceeds or is at least equal to the product quality of competitors.

By developing a product, the company's chances of getting new customers will be even greater. Companies must be able to provide products that are in accordance with consumers' expectation (Zeithaml et al., 1990).

Before deciding to buy, there needs to be a strong desire to buy, in other words there is a certain reason for consuming a product. Purchase decision consists of seven structural components such as type of product, product form, brand, seller, number of

products, time of purchase, and method of payment (Sumarni & Soeprihanto, 2010).

In making purchasing decisions, consumers have several considerations such as purchasing a popular product. For instance Unilever products that provided daily necessities, the decision to buy products at Unilever is due to product quality which is meet consumers' expectation to fulfil their household needs.

The daily necessities consumed by Indonesian people cannot be separated from the products made by a foreign company like Unilever. In 1980 Unilever shares were officially traded on Indonesia Stock Exchange. The company officially entered Indonesian market in 1980 under the name of PT. Unilever Indonesia Tbk (Nasution, 202sch1).

Unilever is a company engaged in the basic needs industry that produces various kinds of household products as well as food and beverages. Every corner of Indonesia region, including remote villages, sell Unilever product and generally the community's top choice. As a house of brand where the company produces thousands of trademarks worldwide, Unilever's marketing techniques are unique because this company does not want the company's big name prominently traced in every product. Therefore, Unilever implement the "invisible brand" strategy to their product names that are spread across many regions. Unilever did not expose Unilever's image and identity in any of their product promotions.

As an expert in Emotional Marketing, Unilever Gramae Naewell is considered efficient with the strategy implemented in order to avoid monotony (Huda, 2018).

During 2015-2019 Unilever's revenue increased as much as 1.18%. This is due to the success of the proper online marketing strategy with good product quality (Uly, 2020). It can be assumed that digital marketing and product quality are factors that can influence purchase decisions.

2. LITERATURE REVIEW

Digital marketing is online marketing strategies where companies promote their product through technology such as the internet, social media, websites and others. Companies are increasingly using this nascent medium to market their products and services and share new products (Chaffey & Ellis-Chadwick, 2019).

A website can become an intermediary media for buyers and sellers to offer products and do marketing. Every company should be able to provide a unique website design and easy access for consumers.

There are four dimensions as a measure of success in digital marketing (Khoziyah & Lubis, 2021):

1. Interactive, is a company that can provide products or services that are needed by consumer.
2. Incentive program is a certain program or project to gain consumers' interest.
3. Site design, is an attractive design appearance.
4. Cost, is the ease of transactions and less time-consuming.

E-commerce can be considered as a research indicator of digital marketing. According to Irmawati (2011) E-Commerce is a platform for buying and selling process through devices such as computers as intermediaries for business transactions. E-commerce is business activities involving consumers, manufactures, service providers and intermediary traders using computer

networks or internet. It can be concluded that the notion of e-commerce is all forms of trade/commerce transactions of goods or services using electronic media. E-commerce detailed indicators are (Julianti, 2018);

1. Ease of finding Unilever products on e-commerce
2. The level of consumer loyalty towards purchasing Unilever products in e-commerce
3. Level of availability of Unilever products in e-commerce

In essence, Islam does not prohibit any form of buying and selling as long as it does not harm one of the parties and as long as it does not violate the rules (Harbani, 2021). A sharia basis regarding buying and selling is written in Surah An Nisa 'verse: 29.

“Believers! Do not devour one another's possessions wrongfully; rather than that, let there be trading by mutual consent.⁵⁰ You shall not kill yourselves.⁵¹ Surely Allah is ever Compassionate to you.”

Product quality is one of the most frequently used tools by marketers for positioning (Winata & Gienardy, 2013). Quality has an immediate impact on the product. This will bring marketers closer to customer values and customer satisfaction. Product quality is the suitability of product use (fitness for use) to meet customer needs and satisfaction (Supriyadi, 2018). The quality of the product will be in demand by consumers, regardless of price, they must be sought as long as the product is satisfying and useful.

According to (Kotler & Armstrong, 2004) product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Product quality is an understanding that the product is an opportunity offered by the seller has more selling value that is not owned by competing products. Therefore, the company tries to focus on product quality and compare it with products offered by competing

companies (Supriyadi et al., 2016).

It can be concluded that product quality is the suitability of consumers to the quality of goods or products purchased to meet all needs. The product quality indicators used in this study are as follows (Tjiptono, 2010):

1. Performance
 - a. Product level in meeting consumer needs
2. Feature
 - a. Product model update rate
 - b. Product model diversity level
3. Durability
 - a. The level of product durability in a long period of time
4. Aesthetics
 - a. The level of product superiority from other products
 - b. Product impression level offered

According to Simonson (1992) purchase decisions are a process where consumers find a problem, look for data and information about the product, then evaluate each alternative, which one of the alternative can solve the problem and lastly do the purchase action.

Schiffman & Kanuk (2008) define decision as the selection of several alternatives in a choice. If there are two or more alternatives for comparison, one of which is taken as a way out. There are several reasons before deciding to buy a product, among others, the quality obtained when making a purchase, and the loyalty of consumers who are accustomed to making purchases on certain products.

It can be concluded that purchase decisions are a path taken by consumers in choosing a product by considering several alternatives, which in one of these alternatives will tend to encourage consumers to make purchases.

In this study purchase decision indicators are as follows (Kotler & Armstrong, 2004):

1. The level of the resulting purchase decision
2. Level of customer loyalty to a certain product
3. Continuous product purchase rate

There are several studies investigated by several researchers regarding the influence of digital marketing on purchase decision. Arifuddin et al., (2019) conducted a research at PT.QBE General Insurance Indonesia Makassar Branch. The results show that digital marketing has a positive and significant effect on purchase decisions for insurance policies.

Pebrianti et al., (2020) conducted a research on millennial's coffee buying decisions. The results is the same with a research conducted by Batu et al., (2019) that concluded digital marketing does serve primarily in shaping a customer's purchase decision.

In addition to previous research that discusses digital marketing, there are studies that were conducted regarding the effect of product quality on purchase decisions. Martini (2015) concluded that product quality has negative influence on purchase decisions.

On contrary Anggita & Ali, (2017) found a significant influence between product quality on purchase decisions. If the quality of the product is improved, there will be an increase in purchase decisions. Meanwhile if the product has low quality, it will reduce the purchasing decision.

Additionally, there are previous studies discussing both digital marketing and product quality influence on purchase decisions. Kurniadi et al., (2021) conducted a research on cement product. The results show that digital marketing and product quality have a significant effect on cement purchase decisions. Kartika & Rino (2021) in a study regarding purchase decisions for Cinema XXI. The finding indicated that product quality and digital marketing have a significant effect on purchase decisions.

Juli et al., (2021) mixed product quality and digital marketing with other variables. The findings indicated that product quality, product innovation, and digital marketing have positive and significant influence on purchase decision.

This study indicate that product quality need innovations to increase purchase decision.

Research Framework

Meanwhile in this study will examine 3 variables. The independent variables are digital marketing (X1) and product quality (X2). Meanwhile, the dependent variable is purchase decision (Y). Based on the theory discussed, the framework can be described as:

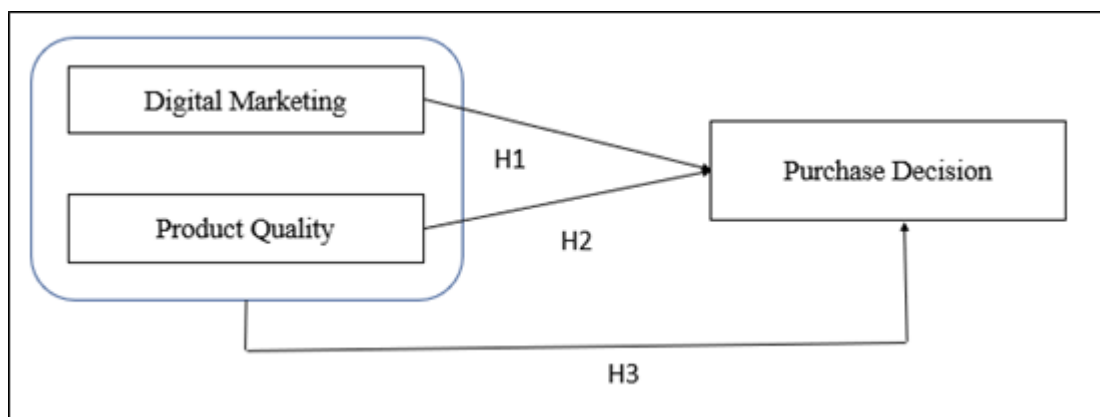


Figure 1. Research Framework

According to the framework, the hypotheses of this study are:

H1: Digital marketing has influence on purchase decision.

H2: Product quality has influence on purchase decision.

H3: Digital marketing and product quality have influence on purchase decision simultaneously.

3. RESEARCH METHODS

Data and information collection is needed for research goal, the research conducted from May to June 2021. The targeted research sample is people who live in Bogor, Indonesia. According to (Sugiyono, 2009) population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions.

The population in this study are users of Unilever products in Bogor Regency. Sample is part of the number and characteristics of a population (Sugiyono, 2009). If the population is large and hard to conduct a study on the entire population due to limited funds, manpower and time, a sample can represent the population. The sample used in this study is 100 people of Bogor Regency who consume Unilever products. By using a random sampling technique, everyone in the entire target population has the same opportunity to be selected.

This study applied descriptive verification approach. Data collection was carried out using a questionnaire. Questionnaire is an instrument for collecting data by providing or disseminating a list of statements with the hope that respondents will respond to the list of statements. In this study, the questionnaire is a closed questionnaire with 5-point Likert scale. Primary data was obtained by giving questionnaires to the people of Bogor Regency who bought Unilever products through e-commerce on their smartphones.

All items in the questionnaire will be described by the following operational variable definition:

Table 2. Operational Variable Definition

Variable	Dimension	Indicator
Digital Marketing	<i>E-commerce</i>	The ease of finding level of Unilever products on e-commerce
		Consumer loyalty level towards product of Unilever at e-commerce
		Availability level of Unilever products in e-commerce
Product Quality	Performance	Product level in meeting consumer needs
	Feature	Product model update rate
		Product model diversity level
	Durability	The level of product durability in a long period of time
	Aesthetics	The level of product superiority from other products
Product impression level offered		
Purchase Decision	Product Purchase Decision	The level of the resulting purchase decision
	Customer Loyalty	Level of customer loyalty to the same product
	<i>Repurchase</i>	Continuous product purchase rate

Validity and Reliability Test

Validity shows how far the score/value/ measurement obtained really states the desired measurement or observation results. The way to measure the validity of the construct is to develop operational measurement indicators based on the theoretical framework. Construct validity of an instrument is determined by looking for the correlation between the scores of each question and the total score using the correlation technique formula. If the construct validity calculation equal to a correlation coefficient above 0.30, it can be concluded that the data obtained from all questions

or statements are valid, while the correlation coefficient below 0.30 means the data obtained is invalid.

Reliability testing was stated by consistency interval with split half technique which was analysed using Spearman Brown (Split Half) formula. For this purpose, the instrument items were divided into two groups: odd and even instrument groups, added up to get the total score for each group. The total score for each group is diluted and the correlation is then entered into Spearman Brown’s formula that can be concluded as a reliable variable and strong construct when it has a value above 0.5.

Normality, Heteroscedasticity and Multicollinearity

The normality test is carried out to test the normality of the data distribution, where normally distributed data will be centred on the average and median values. If the data obtained are correct and normally distributed, then the data is accepted.

Normality test can be done by looking at the normality distribution graph by the Kolmogorov-Smirnov test, with the following criteria:

1. Significant number (sig) > 0.05 mean the data is normally distributed
2. Significant number (sig) < 0.05 mean the data is not normally distributed.

Heteroscedasticity test aims to test whether there is an inequality from the residual of one observation to another observation in the regression model. A good regression model is the one with no heteroscedasticity. Several test methods including looking at the graph plot between the predictive value of the dependent variable, named ZPRED and the residual SRESID.

Detection of the presence or absence of heteroscedasticity can be done by looking at the scatter plot graph between SRESID and ZPRED (Breusch & Pagan, 1979). To simplify statistical calculations, this research was assisted by SPSS software in data processing.

Multicollinearity test aims to test whether the regression model finds correlation among independent variables. A good regression model should not have correlation between the independent variables, if the independent variables are correlated with each other, then these variables are not orthogonal. To detect the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and Variance Inflation Factor (VIF) (Zainodin et al., 2011).

Tolerance measures the variability of the selected independent variable that cannot be explained by other independent variables. The cut off values commonly used to indicate the presence of multicollinearity are tolerance values > 0.10 and VIF values < 10.

Multiple Linear Regression

The aim of multiple linear regression is to predict the state of the dependent variable (criteria), and to manipulate two or more independent variables as predictors. The t-test is an individual partial regression coefficient test to determine whether the independent variable (X) individually affects the dependent variable (Y). The t-statistical test basically shows how much influence the independent variables have individually in explaining the dependent variable.

This test is conducted to determine whether each independent variable has a significant effect on the dependent variable. This study examines the effect of each independent variable consisting of digital marketing and product quality on purchasing decisions as the dependent variable.

T test is the basis for making decisions by using a two-sided test with the following criteria:

- a. If $t_{count} < t_{table}$ or significance probability value > 0.05 then H_0 is accepted and H_a is rejected, which means the independent variable has no effect on the dependent variable.
- b. If $t_{count} > t_{table}$ or significance probability value < 0.05 then H_0 is rejected and H_a is accepted, which means the independent variable has effect on the dependent variable.

The f test is a significant test with the equation used to find out how much is the influence of independent variables on the dependent variable. The f test also serves to test whether the regression model is significant. The result can be obtain by comparing the calculated f value with f table or by

looking at the probability of f count. The design of this research hypothesis testing is also to test continuously whether there is a significant influence between the independent variables of digital marketing and product quality on purchasing decisions as the dependent variable.

The basis for decision making is:

- a. If $f \text{ count} < f \text{ table}$ or significance probability value > 0.05 then H_0 is accepted and H_a is rejected, which means that the independent variables simultaneously have no effect on the independent variables.
- b. If $f \text{ count} > f \text{ table}$ or significance probability value < 0.05 then H_0 is rejected and H_a is accepted, which means that the independent variables simultaneously affect the independent variables.

4. RESULTS AND DISCUSSION

Unilever Indonesia is a company engaged in the Fast Moving Consumer Goods (FMCG) sector, which has 44 brands, nine factories in various industrial areas on the island of Java, including Jababeka-Cikarang, Rungkut-Surabaya, and headquartered in Tangerang. Of the nine factories, they have received certification from the Indonesian Ulema Council (MUI) for the products they produce. As well as a network of distributors throughout Indonesia so that they can reach hundreds of thousands of stores throughout the archipelago. PT Unilever Indonesia was founded on December 5, 1933 under the name Lever's Zeepfabrieken NV. Located in the Angke area of North Jakarta. In 1980, it changed its name to PT Unilever Indonesia. And in 1997 it became PT Unilever Indonesia Tbk.

Table 3. Mean and Std. Deviation

	N	Minimum	Maximum	Mean	Std. Deviation
Total X1	100	18	40	28.66	4.783
Total X2	100	18	30	23.46	2,706
Total Y	100	4	15	10.63	2,048
Valid N (listwise)	100				

Digital marketing has an average value (mean) as much as 28.66 which is greater than the standard deviation of 4.783 ($28.66 > 4.783$). The standard deviation is a reflection of a very high deviation, which causes the data to be normal and does not cause bias. Furthermore, product quality has

an average value which bigger than standard deviation as much as 23.46 and a standard deviation as much as 2.706. Lastly, purchase decisions average value (mean) is bigger than standard deviation ($10.63 > 2.048$). All of the variables are showing good result.

Table 4. Validity Test Results for Digital Marketing Instruments

Question	Pearson Product Moment (r count)	r table	Description
Item 1	0.765	0.1946	Valid
Item 2	0.738	0.1946	Valid
Item 3	0.674	0.1946	Valid
Item 4	0.771	0.1946	Valid
Item 5	0.604	0.1946	Valid
Item 6	0.594	0.1946	Valid
Item 7	0.520	0.1946	Valid
Item 8	1	0.1946	Valid

Validity test shows the level of validity of a research instrument. The test criteria should be evidenced by the calculation of the Pearson Product Moment $r_{count} > r_{table}$, means the question items are considered valid. Calculated by SPSS, the

results of all variable items including digital marketing, product quality, and purchase interest are all valid. It was shown by the numbers of r_{count} compared to r_{table} .

Table 5. Validity Test Results for Product Quality Instruments

Question	<i>Pearson Product Moment (r count)</i>	r table	Description
Item 1	0.765	0.1946	<i>Valid</i>
Item 2	0.738	0.1946	<i>Valid</i>
Item 3	0.674	0.1946	<i>Valid</i>
Item 4	0.771	0.1946	<i>Valid</i>
Item 5	0.604	0.1946	<i>Valid</i>
Item 6	0.594	0.1946	<i>Valid</i>
Item 7	0.520	0.1946	<i>Valid</i>
Item 8	1	0.1946	<i>Valid</i>

Table 6. Validity Test Results for Purchase Decision Instruments

Question	<i>Pearson Product Moment (r count)</i>	r table	Description
Item 1	0.902	0.1946	<i>Valid</i>
Item 2	0.841	0.1946	<i>Valid</i>
Item 3	1	0.1946	<i>Valid</i>

Reliability test are conducted by using Cronbach's Alpha calculation. If ($\alpha > 0.60$) then tall the items are reliable. According to the SPSS calculation, all the variables such as digital

marketing, product quality, purchase decision is accepted and reliable because each of the Cronbach's Alpha value is greater than 0.60 (0.834, 0.769, 0.762).

Table 7. Reliability Test Results

Instrument	Cronbach's Alpha	Description
<i>Digital Marketing</i>	0.834	<i>Reliable</i>
<i>Product Quality</i>	0.769	<i>Reliable</i>
<i>Buying Decision</i>	0.762	<i>Reliable</i>

Normality test aims to determine whether the data has a normal distribution. By using the Kolmogorov-Smirnov method, if a variable has an asymptotic significance of more than 0.05, then the data has a normal distribution.

Based on the Kolmogorov Smirnov One Sample Test result, the value of Sig. Asymptotic is 0.967 bigger than 0.05. Thus, it can be concluded that the data used in this study has a normal distribution.

Table 8. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.48448431
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.049
Kolmogorov-Smirnov Z		.496
Asymp. Sig. (2-tailed)		.967

- a. Test distribution is Normal.
 b. Calculated from data.

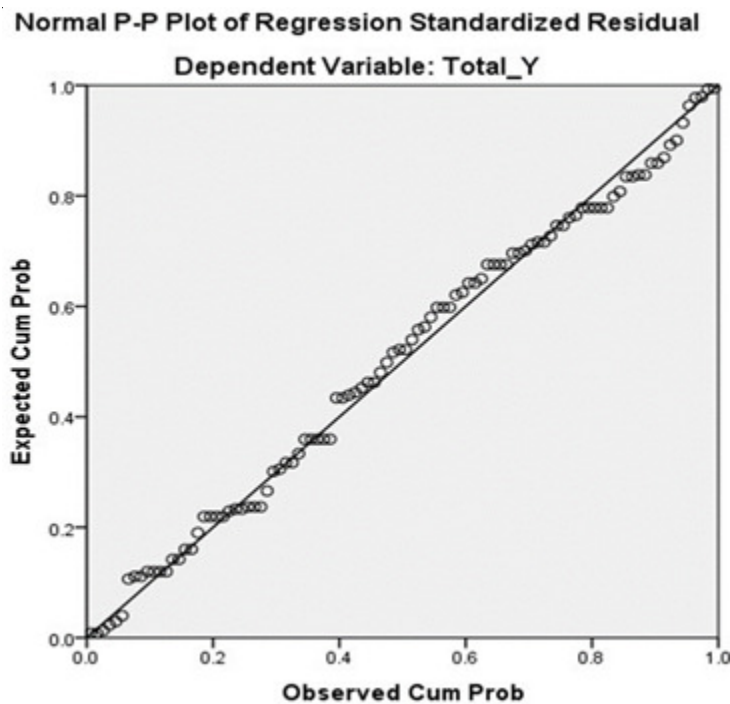


Figure 2. Normal P-Plot

Multicollinearity test aim to determine whether the regression model has a correlation between independent variables. A good regression model should not have a correlation between independent variables. VIF is the result of the coefficient table to measure multicollinearity by looking at the value generated by VIF. If the value is ranged between 1-10 then there is no multicollinearity.

According to the calculations, the VIF value of digital marketing variable (X) is 1.527 less than 10 ($1.527 < 10$). The VIF value for the Product Quality variable (X) is 1.527 also less than 10 ($1.527 < 10$). It can be concluded that all of the independent variables have no correlation as showing by no sign of multicollinearity.

Table 9. Multicollinearity Coefficients a Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.108	1.326		-.835	.406		
Total_X1	.155	.039	.363	3.987	.000	.655	1,527
Total_X2	.311	.069	.410	4,512	.000	.655	1,527

Heteroscedasticity test is carried out to test whether there was an inequality of variables from the residual of one observation to another observation in the regression model. Predicting the presence or absence of heteroscedasticity in a model can be seen from the pattern in the scatterplot image of the model. A good regression model is data that

does not experience heteroscedasticity. Based on the results of the Scatterplot output, the data points spread above and below or around zero, the spread of data points does not form a certain pattern. Therefore, it can be concluded that there is no heteroscedasticity in this study.

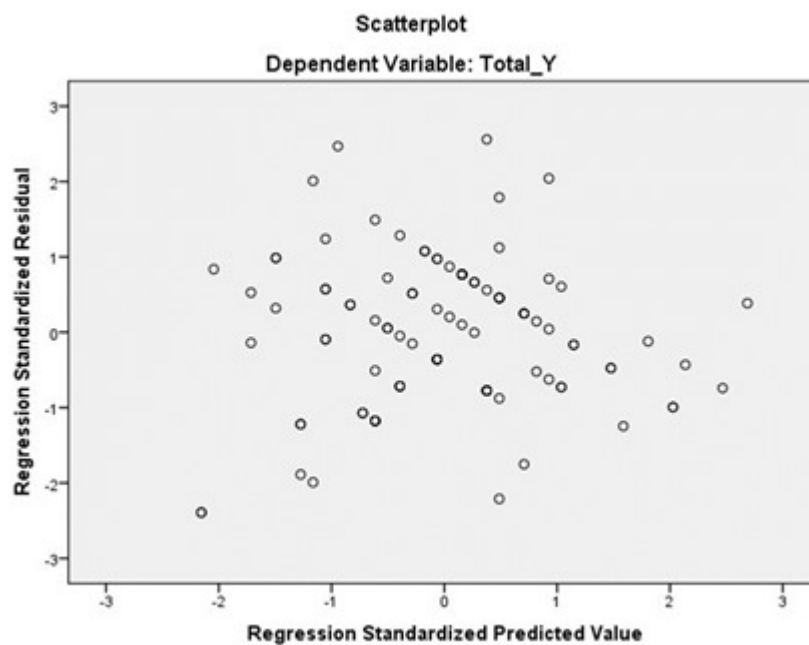


Figure 3. Scaterplot

Hypothesis Test

Hypothesis test consists of multiple linear regression analysis test, t test and f test. Multiple linear regression analysis purpose is to predict the state of the dependent variable, increasing or decreasing.

In addition, the multiple linear regression analysis model aim to analyse the effect of the independent variable on the dependent variable. Meanwhile, t-test will examine the effect of each independent variable (Digital Marketing and Product Quality) on the dependent variable (Purchase Decision).

Hypothesis decisions is based on a significance of 0.05 ($\alpha = 5\%$), with the following criteria:

1. If the significance of t value is higher than 0.05, then H is accepted and H is rejected. This means that partially the independent variable does not affect the dependent variable.
2. If the significance of t value is less than 0.05, then H is rejected and H is accepted. This means that partially the independent variable affects the dependent variable.

The hypothesis decisions also can be done by comparing the calculated T values and T tables with the following criteria:

1. If the calculated T value is less than T table, then H is accepted and H is rejected. It means that the independent variable has no effect on the dependent variable.
2. If the calculated T value is higher than T table, then is rejected and H accepted. It means that the independent variable has influence on the dependent variable.

Table 10. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.				
	B	Std. Error	Beta						
1	(Constant)	-1.108	1.326						
	Total_X1	.155	.039	.363	3.987	.000			
	Total_X2	.311	.069	.410	4,512	.000			

a. Dependent Variable: Total_Y

The significant value of T count in each variant will be compared with the results of T table at $n = 100$ and 5 % significance level. Based on SPSS calculation, digital marketing has a positive coefficient as much as 0.155 with significance level of T count as much as 0.000 (< 0.050). It can be concluded that partially digital marketing has significant influence on purchase decisions.

Hence, if there is an increase in digital marketing, there will be an increase in purchase decisions. In this case, the first hypothesis is accepted. Furthermore, product quality has a positive coefficient as much as 0.311 with significance level of T count as much as 0.000 (< 0.050). Partially, product quality has significant influence on purchase decisions. It can be concluded that the second

hypothesis is also accepted.

F test will examine the influence of all independent variables (digital marketing and product quality) on dependent variable (purchasing decisions) simultaneously at 5 % significance level. If F count $> F$ table then H is rejected and H_a is accepted, meaning that the independent variable (X) simultaneously affects the dependent variable (Y).

Based on SPSS calculations, both digital marketing (X1) and Product Quality (X2) simultaneously affects the Purchase Decision (Y). The significance value in is as much as 0.000 less than 0.050, which means H is rejected and H is accepted. It can be concluded that the third hypothesis (H3) is accepted.

Table 11. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	197.144	2	98,572	43,827	.000b
Residual	218.166	97	2,249		
Total	415310	99			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

The coefficient of determination aim to determine how much the ability of independent variable affects dependent variable. Based on the results of SPSS, the value of the correlation coefficient is 0.689, then the coefficient of determination

(R²) obtained is 0.475. Which means that there is an influence between digital marketing variables and product quality as much as 47.5% while the remaining 52.5% is influenced by other variables not involved in this study.

Table 12. Coefficient of Determination Test (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
1	.689a	.475	.464	1,500	1964

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y

Discussion

This study examines three variables consisting of two independent variables, digital marketing and product quality, and one dependent variable, purchase decision. The first hypothesis is digital marketing has effect on purchase decision. According to t test result, it turns out that H1 is accepted means digital marketing has effect on purchase decision. Digital marketing is useful for customers as they got information easily anytime and anywhere through several digital marketing media channels such as e-commerce.

With e-commerce, customers can get information about prices, promos, advantages, facilities, and availability of Unilever products. With the ease of information and product availability in e-commerce, it can increase sales of Unilever products because digital marketing affect customers purchase decisions. This is in line with the research conducted by Arifuddin et al., (2019), Batu et al.,

(2019) and Pebrianti et al., (2020).

The second hypothesis is product quality affects purchase decision. The results of t-test indicated that H2 is accepted, means product quality affects purchase decision. The higher the quality level of a product, the higher the purchase decisions made by consumers. This is in line with research conducted by Anggita & Ali (2017) and Kartika & Rino (2021).

The third hypothesis is digital marketing and product quality affect purchase decisions. Because H3 is accepted, it turns out that digital marketing and product quality have an effect on purchase decision.

This is in line with the research conducted by Juli et al., (2021) and Kurniadi et al., (2021). Additionally, according to the coefficient of determination (R square) value, independent variable has influence on purchase decision as much as 47.5% while the remaining 52.5% is influenced by other variables not examined in this study.

5. CONCLUSION

This study aims to determine the effect of digital marketing and product quality on purchase decision on Unilever products in Indonesia. By surveying 100 respondents, the result indicated that digital marketing has influence on purchase decision. The other factor such as product quality also has effect on purchase decision. Interestingly both of the factors has partial and simultaneous influence on purchase decisions.

In this case Unilever company has to maintain and improve digital-based marketing strategy so that consumers can get convenience in finding information anytime and anywhere through several channels of Digital Marketing media such as e-commerce. Furthermore, in order to meet consumer needs Unilever company should keep on renewing the diversity their product.

For further researchers, it is better to add other variables to explain the factors that can lead to increase purchase decision, such as price, brand image, service quality, product design and lifestyle. There are also some limitations that need to be improved in future research. The number of respondents was only 100 people because it's quite hard to find more due to pandemic.

Besides, the object of research is only focused on digital marketing which is only one of many other marketing strategies. Lastly, in the process of data collection, the information provided by respondents through questionnaires sometimes does not show the respondent's actual opinion, this happens because there are differences in thoughts, assumptions, understandings, and honesty.

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