

## THE EFFECT OF DIGITAL MARKETING AND PRODUCT QUALITY ON CUSTOMER SATISFACTION WITH PURCHASE DECISIONS AS A MODERATION VARIABLE AT CV. CARLITOS MAJU PRATAMA

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### ABSTRACT

The purpose of this study was to determine the effect of digital marketing and product quality on consumer satisfaction with purchasing decisions as a moderating variable on CV. Carlitos Maju Pratama. The population of this study are all consumers who have made purchases offline and online at CV. Carlitos Maju Pratama. The sample of this research is 236 respondents. Analysis of the data used in this study with the smart PLS method. The results of the study show: (1) Digital marketing has a positive and significant effect on consumer satisfaction (2) Product quality has a positive and significant effect on consumer satisfaction (3) Purchase decisions have a positive and significant effect on customer satisfaction (4) Moderation of purchasing decisions strengthens and is significant the influence of digital marketing on consumer satisfaction (5) Moderation of purchasing decisions strengthens and is significant for the effect of product quality and on consumer satisfaction.

**Keywords:** *Digital Marketing; Product Quality; Customer Satisfaction; Purchasing Decision*

### INTRODUCTION

The current economy is heavily influenced by developments in digital technology. Technology-based companies such as fintech and e-commerce are growing very rapidly in Indonesia. In addition, the Covid-19 pandemic has also accelerated digital transformation in business and opened up new opportunities for future business growth. According to mobile broadband penetration data in Indonesia, 65% and 41% of all Indonesian people shopped online in 2016, therefore companies must accelerate or start the digital transformation process to survive the current pandemic and future businesses. There are many types of digital marketing that businesses can use to achieve their marketing goals and business opportunities in Indonesia, especially in the e-commerce and fintech fields. The business impact of technological developments has been faster exchange and delivery of information, automation of business processes and increased business efficiency and productivity. Therefore companies must use technology to improve their overall business performance.

Cv. Carlitos Maju Pratama is a supplier company in the city of Jakarta and specializes in shop operations to sell products such as valves, fittings, instruments accessories, and for the needs of oil & gas industry projects. The owners and management of this company sell products directly and through email marketing. Satisfaction from purchases at Cv. Carlitos Maju Pratama is carefully calculated by the owner and staff and will be related to Digital Marketing, Product Quality, Consumer Satisfaction, Purchasing Decisions.

For a business, consumer satisfaction is very important because where consumers feel satisfied with the products or services produced by the company (Astuti et al., 2021). Consumer satisfaction is defined as a person's feelings of pleasure or disappointment resulting from comparing the perceived effectiveness of a product (or outcome) with consumer behavior. Product quality, price and location are several factors that increase consumer satisfaction after purchase. Consumers are more likely to buy good quality products (Diansyah, 2016). And every business also understands that consumers are the most important part, just like service businesses. Therefore companies must provide satisfaction to consumers who meet the expectations and desires of consumers in terms of service, product usability and the price offered.

Digital marketing has a huge impact on business. With digital marketing, marketing techniques are implemented through electronic media such as websites, social media, e-commerce. Digital marketing users can increase decision interest in online stores and increase

product sales. Digital marketing can also help businesses to optimally control marketing costs on a wider scale and track results from digital marketing media. In addition, digital marketing can help businesses survive, develop, and compete in a healthy manner. In the current digital era, the use of digital marketing is very important to facilitate community needs and improve business performance (Mewoh et al., 2019). With the help of digital marketing, companies can get fast feedback from consumers and will adjust their marketing strategies to consumers.

In addition, product quality for a company is an important factor that will influence consumer decisions. Consumers tend to compare product quality based on reviews on e-commerce before making purchasing decisions (Saragih, 2018). If the product offered is of poor quality, this can damage the company's reputation and influence purchasing decisions. And conversely if the product offered is of high quality, it can increase consumer confidence and build a good reputation in business. In the digital marketing era, companies must utilize technology to improve product quality that meets consumer expectations. In addition, companies must also improve product quality and meet consumer expectations. In addition, companies must pay attention to the current digital marketing strategy because to build a better company reputation.

According to (N. Ayu. Lestari & Iriani, 2018) when faced with choices such as brand, price, and many other product attributes when making a purchase decision, consumers will tend to choose the brand first and then consider the price that has been made. This is also important to consider when making purchasing decisions, because of course it will take into account the marketing strategy implemented by the company (Saragih, 2018).

## **Hypothesis**

### **Theory Of Planned Behavior**

Theory of Planned Behavior is based on the assumption that humans are rational beings and use the information available systematically to them (Suleman, 2018). People think about the consequences of their actions before deciding whether or not to take a particular action. The basic idea of digital marketing is to build customer relationships through interesting and useful content. With the help of digital technology, companies can expand their marketing reach more effectively and efficiently. Thus digital marketing and product quality with consumer satisfaction affect purchasing decisions. Based on the results of previous studies and forming research hypotheses.

### **The Influence of Digital Marketing on Consumer Satisfaction**

Consumer satisfaction is part of consumer behavior, while consumer behavior is the study of how individuals, groups and organizations select, buy, use, and how goods, services, ideas and experiences consistently satisfy and manage needs and wants (Aji, 2021). Many factors affect consumer satisfaction, one of which is digital marketing. At the same time, in today's marketing era, digital marketing is a medium that is not limited, giving marketers the freedom to express unlimited creativity in campaigns that previously used traditional advertising methods. Digital marketing has an impact on consumer satisfaction, this has been proven in previous research (Sopiyan, 2022). In accordance with the previous research statements and the arguments above, the H1 hypothesis is set: the influence of Digital Marketing has an effect on consumer satisfaction.

### **The Effect of Product Quality on Consumer Satisfaction**

Product quality is something that can be provided in the form of goods or services that can meet and satisfy consumer needs. Product quality is a general characteristic of a product that affects its ability to meet consumer needs. As research shows (Malonda & Stephen, 2020), consumers generally know exactly what products they are buying and do not waste time buying products that are not of high quality. According to (Ismayana & Hayati, 2018), research shows that product quality has a significant effect on consumer satisfaction, because a company is considered good if it has a positive impact on the company. In accordance with the previous research

statements and the arguments above, the hypothesis H2 is set: the effect of product quality has an effect on consumer satisfaction.

### **The Influence of Purchasing Decisions on Consumer Satisfaction**

Purchasing decisions for manufactured products arise when consumers have done consumer satisfaction (P. Lestari & Saifuddin, 2020). The purchasing process consists of five phases: needs assessment, information search, alternative evaluation, purchasing decision and post-purchase behavior (Cesariana et al., 2022). In the final phase, post-purchase behavior, consumers evaluate the results of the purchase whether it meets their expectations or not, which then becomes the basis of post-purchase actions, whether they are satisfied or not. If consumers are satisfied with the performance of the products they buy, it means that consumers are more likely to buy back the product or service. This is supported by research (Maghfiroh, 2019) which shows that consumer choice affects consumer satisfaction. Thus, it can be concluded that there is a relationship between purchasing decisions and consumer satisfaction. In accordance with the previous research statements and the arguments above, the hypothesis H3 is set: the influence of purchasing decisions affects consumer satisfaction.

### **Moderation of Purchasing Decisions on the Influence of Digital Marketing on Consumer Satisfaction**

A research that bases digital marketing on good purchasing decisions tends to be rational, which affects consumer satisfaction. Digital marketing indirectly plays an important role in influencing consumer satisfaction, because the form of marketing is quite good and offers consumers an experience that can be included in purchasing decisions (Khoziyah & Lubis, 2021). ). By increasing brand awareness, digital marketing can help increase brand awareness of a product or service through online advertising, social media, and other digital marketing content (Laura & Khotimah, 2022). By increasing brand awareness, consumers consider products more in their purchasing decisions. Thus digital marketing has an important role. Purchase decision will have a positive impact if the individual has a good perception. The role of purchasing decisions has the potential to moderate the effect of digital marketing on consumer satisfaction. According to previous research statements and the arguments above, the hypothesis is set. H4: Moderation of Purchasing Decisions on the Influence of Digital Marketing on Consumer Satisfaction.

### **Moderation of Purchasing Decisions on the Influence of Product Quality on Consumer Satisfaction**

In purchasing decisions have an influence on product quality and consumer satisfaction (Hilaliyah, 2017). Purchasing decisions can moderate the influence of product quality in creating consumer satisfaction, namely purchasing decisions are closely related to product quality, if goods and services are purchased and match what is expected by consumers, then there will be a decision or satisfaction and vice versa (Nugroho et al., 2016). (Prayitno, 2015) shows that product quality has a significant effect on purchasing decisions and consumer satisfaction. In addition, purchasing decisions can also moderate the effect of product quality on consumer satisfaction (Iriani & Aida, 2019). Thus purchasing decisions can play an important role. This purchase decision has a positive effect if the person has a good understanding of it. Purchase decisions have the potential to mediate the effect of product quality on consumer satisfaction. According to previous research statements and the arguments above, the hypothesis is set. H5: Moderation of Purchasing Decisions on the Influence of Product Quality on Consumer Satisfaction.

## **RESEARCH METHOD**

### **Population and Sample**

This study uses research samples from consumers of Cv. Carlitos Maju Pratama who often buys goods online or offline. The number of samples taken was 236 respondents who often buy products directly and indirectly. The sample size is taken using the Hair formula. The Hair formula is used because the population size is not known with certainty and suggests that the minimum sample size is 5-10 times the indicator variable. Based on the research, it is known that the number of indicators is 20 so that the sample used is  $10 \times 20 = 200$  then it is increased to 236 according to the sample obtained in the study.

### **Research Variables and Indicators**

This study had four variables studied. This study examined four variables. First "Digital Marketing" as variable X1 (independent variable or independent variable), Digital marketing according to (Purwana et al., 2017) Digital marketing is the use of technology to support marketing activities that are shown to increase consumer awareness by adjusting customer needs. Digital marketing variables have 5 indicators, namely accessibility, interactivity, entertainment, credibility, informativeness according to (Masyithoh & Novitaningtyas, 2021). Both variables are "Product Quality" as variable X2 (independent variable). Product quality is the ability of the product to perform its functions, including overall durability, reliability, accuracy, ease of use and product repair (Ibrahim & Thawil, 2019). Product quality variables consist of 5 indicators as follows: shape, features, performance quality, easy to repair, durability (Ariella, 2018). The three variables "Consumer Satisfaction" as variable Y (dependent or dependent variable) are expressions and behaviors created by evaluating the performance of product products based on the fact that expectations are in accordance with the wishes received. Usually, consumer satisfaction arises after someone consumes products made by the company Sudirman et al., (2020). The four variables "Purchase Decision" as variable Z (moderating variable) are important factors in purchasing because a purchasing decision is a consumer decision to buy the desired item, a purchasing decision will occur. Purchasing decisions have 5 indicators, according to Pratamasari and Sulaeman, (2022) indicators for purchasing decisions are price, brand image, recommendations from others, ease of access, product availability. Research data were collected using a questionnaire using a Likert scale of 1 to 5. All questions made in the research questionnaire followed the indicators of each of the variables studied. Respondents' answers collected were recapitulated for analysis.

### **Data Analysis Methods**

The outer model consists of convergent validity test, discriminant validity and reliability test. The parameters for the convergent validity test are the loading factor of more than 0.7; AVE more than 0.5 ; communality is more than 0.5. The parameter of the discriminant validity test is that the AVE root is greater than the variable correlation; cross loading more than 0.7 in one variable. Reliability test can be done with two methods, namely Cronbach's alpha and composite reliability with a value that must be more than 0.7 although a value of 0.6 is still acceptable. The structural model (inner model) is evaluated with R<sup>2</sup>, path coefficient values or t-values for each path to test the significance between constructs. The R-Square (R<sup>2</sup>) value of 0.67 is classified as a strong model, the R-Square (R<sup>2</sup>) is 0.33 for the moderate model, and the R-Square (R<sup>2</sup>) is 0.19 for the weak model. The path coefficient score indicated by the t-statistic value must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis (Niddin et al., 2021).

## RESULT AND DISCUSSION

### Respondent Characteristics

In this study, 236 respondents were male and female. The male and female respondents who were sampled in this study were 17-20 years old consisting of 28.8%, 21-24 years consisting of 37.6%, 25-28 years consisting of 14.1% and over 28 years consisting of 17.6%. With three educational criteria from high school, 35.6% came from Diploma, 24.2% came from S1, 26.7%. Software to be used is SmartPLS (Partial Least Square). This means that the indicators used in this study are valid or can be said to have met convergent validity.

### Construct reliability and validity Test

The following can be seen the results of the Reliability and Validity construct :

**Table 1 Construct Reliability and Validity**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>AVE</b>	<b>Decision</b>
DM	0.901	0.925	0.927	0.721	Accepted
KP	0.906	0.914	0.930	0.727	Accepted
KPK	0.907	0.917	0.931	0.730	Accepted
KPP	0.893	0.909	0.922	0.705	Accepted
MODERASI KPP* DM	1.000	1.000	1.000	1.000	Accepted
MODERASI KPP* KP	1.000	1.000	1.000	1.000	Accepted

Source: SmartPLS Processed Data (2023)

The results showed that the Cronbach's Alpha and composite reliability scores were greater than 0.7, meaning that the reliability test was declared reliable and met the criteria. Measured using 3 criteria, namely R-Square, F-Square, and Path Coefficient Estimation. Moderate R-Square results. The results of the F-Square value for the digital marketing independent variable are 0.154, so it can be concluded that latent variables have a moderate effect on the structural level.

### Uji Hypotthesis Testing

Below are the results of hypothesis testing :

**Table 2 Hypothesis Testing**

	<b>Hypothesis</b>	<b>Original Sample</b>	<b>Sample Mean</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Decision</b>
H1	DM → KK	0.190	0.199	0.079	2.415	<b>0.016</b>	Accepted
H2	KP → KK	-0.174	-0.181	0.085	2.047	<b>0.041</b>	Accepted
H3	KPP → KK	0.336	0.329	0.129	2.679	<b>0.008</b>	Accepted
H4	KPP*DM → KPK	0.222	0.230	0.081	2.756	<b>0.006</b>	Accepted
H5	KPP*KP → KPK	0.460	0.458	0.088	5.220	<b>0.000</b>	Accepted

Source: SmartPLS Processed Data (2023)

Based on the table above, the results of the research hypothesis can be described as follows. The results of the first hypothesis test stated that P Values = 0.041 < 0.05 determined that digital marketing had a positive and significant effect on consumer satisfaction. Thus the first hypothesis was accepted. The influence of digital marketing can help individuals in marketing broadly, as

well as being able to control individual experiences in making decisions. One of the influences is having digital marketing which has a strategy to increase a large influence on customer satisfaction. Thus, the findings of this study support and complement the findings of previous studies by (Aji, 2021; Sopiyan, 2022).

Based on the table above, the results of the research hypothesis can be described as follows: the results of the second hypothesis test stated that  $P \text{ Values} = 0.016 < 0.05$  determines that product quality has a positive and significant effect on consumer satisfaction. Thus, the second hypothesis is accepted as product quality has the form of goods or services that can meet and satisfy consumer needs so that each determination of product quality can produce good customer satisfaction. Thus, the findings of this study support and complement the findings of previous studies by (Malonda & Stephen, 2020; Ismayana & Hayati, 2018; Muliati et al., 2023).

Based on the table above, the results of the research hypothesis can be described as follows. The results of the third hypothesis test stated that  $P \text{ Values} = 0.008 < 0.05$  determined that purchasing decisions had a positive and significant effect on consumer satisfaction. Thus the third hypothesis was accepted. consumer satisfaction with manufactured products appears when consumers have made a purchase decision. The buying process consists of five phases: needs assessment, information search, evaluation of alternatives, purchase decisions and post-purchase behavior, in the final phase, post-purchase behavior, consumers evaluate the purchase results whether they meet their expectations or not, which then becomes the basis for post-purchase actions, whether they are satisfied or not. if the consumer is satisfied with the performance of the product he bought, it means that the consumer is more likely to repurchase the product or service. Thus, the findings of this study support and complement the findings of previous studies by (Cesariana et al., 2022; P. Lestari & Saifuddin, 2020).

Based on the table above, the results of the research hypothesis can be described as follows. The results of the fourth hypothesis test stated that  $P \text{ Values} = 0.000 < 0.05$  indicating that moderation in purchasing decisions strengthens and is significant for the influence of digital marketing on consumer satisfaction. Thus the hypothesis is accepted. In digital marketing, good purchasing decisions tend to be rational, which affects consumer satisfaction. Digital marketing indirectly plays an important role in influencing consumer satisfaction, because the form of marketing is quite good and offers consumers an experience that can be included in purchasing decisions. Thus, the findings of this study support and complement the findings of previous studies by (Khoziyah & Lubis, 2021; Laura & Khotimah, 2022).

Based on the table above, the results of the research hypothesis can be described as follows. The results of the fifth hypothesis test stated that  $P \text{ Values} = 0.006 < 0.05$  indicating that moderation in purchasing decisions strengthens and significantly influences product quality on consumer satisfaction. Thus the fifth hypothesis is accepted. Purchasing decisions can moderate the influence of product quality in creating consumer satisfaction, namely purchasing decisions are closely related to product quality, if goods and services are purchased and match what is expected by consumers, then there will be a decision or satisfaction and vice versa. If the quality of the product produced is getting better, it will affect consumer satisfaction or potential customers who will use the product, and ultimately trigger them to make a purchase. Therefore, it is important for companies to pay attention to product quality in order to improve purchasing decisions and consumer satisfaction. Thus, the findings of this study support and complement the findings of previous studies by (Nugroho et al., 2016); (Iriani & Aida, 2019).

## **CONCLUSION**

Based on the results of the discussion, the following conclusions can be drawn (1) Digital marketing has a positive and significant effect on customer satisfaction (2) Product quality has a positive and significant effect on customer satisfaction (3) Purchasing decisions have a positive and significant effect on consumer satisfaction (4) Moderation of purchase decisions strengthens and is significant on the influence of digital marketing on customer satisfaction (5) Moderation

of purchasing decisions strengthens and significantly influences product quality and customer satisfaction.

For companies, in terms of digital marketing, it can improve websites that have many types of interesting features and not only registration features but product development features, selling products and best-selling product lists and can create social media so that the company is known to the public. Companies must also pay attention to better product quality and quality at affordable prices so that they can build purchasing decisions, and also make consumers who buy products feel satisfied. For further researchers can add consumer loyalty variables and emotional variables.

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