

THE EFFECT OF DIGITAL MARKETING, WORD OF MOUTH AND PRODUCT DIFFERENTIATION ON PURCHASING DECISIONS FOR DEERKEIK BREAD PRODUCTS IN MADIUN CITY

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ABSTRACT

This study aims to examine the effect of Digital Marketing, Word of Mouth, and Product Differentiation on purchasing decisions on Deerkeik bread products in Madiun City. The population in this study are Deerkeik Instagram followers who have made at least one purchase. The data used is primary data obtained from distributing questionnaires via google form to respondents. The amount of sample data obtained was 100 respondents. The data obtained was then tested using the instrument test (validity test and reliability test), classical assumption test, multiple linear regression analysis test and hypothesis testing. The results in this study are Digital Marketing has a partial effect on purchasing decisions, Word of Mouth has a partial effect on purchasing decisions, Product Differentiation has a partial effect on purchasing. The results of the study are shown in the Adjusted R Square value that the variation of the three variables, namely Digital Marketing, Word of Mouth and Product Differentiation, contributes to the Purchasing Decision by 79.2%. Meanwhile, the other 20.8% is explained by other variables not included in the study.

Keywords: Digital Marketing; Word of Mouth; Product Differentiation; Purchasing Decisions

INTRODUCTION

In the current era of globalization, competition and developments in the business world are increasingly tight. Producers must be able to innovate and be more creative in the products they produce, so that they are able to compete and attract the interest of potential consumers to purchase products. In winning and retaining customers, a good marketing strategy is needed not only through digital media, but also utilizing word of mouth marketing and differentiation in the products produced to convince consumers to purchase the product. Consumer decisions in determining or choosing a product to buy are not easy. Purchasing decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision making process (Firmansyah, 2019). There are many considerations that consumers need to make before buying the product, for example in terms of price, product quality, product variety or promotion. Consumers will feel satisfied when they obtain a product that meets their expectations or even exceeds them compared to competing products.

Current technological advances make it possible for business people or entrepreneurs from both the lower middle and upper middle classes to expand the marketing scope of a product that is bought and sold. The widespread trend of online trading via mobile devices is certainly a profitable business opportunity for business people to further strengthen their business, retain their customers by providing various conveniences, one of which is providing mobile e-commerce applications (Putri et al., 2017). Digital marketing is a type of marketing that is widely used to promote products or services and to reach consumers using digital channels (Saputra and Ardani, 2020). Meanwhile, digital marketing is a marketing activity that utilizes internet media (Instagram, Facebook, Twitter, TikTok and websites) in its marketing activities

with the aim of making consumers interested in using services or consuming products produced by the company (Lombok and Samadi, 2022). Word of mouth marketing or what can also be called word of mouth is easy or uncomplicated marketing where it does not require large costs but its effectiveness is very large and is an efficient promotional tool. In the business world, word of mouth is the non-commercial action of consumers providing information to other consumers from one person to another (interpersonal), whether on brands, products or services. In this modern era, word of mouth is not only done face to face but also utilizes existing technology such as social media, websites and email.

Word of mouth is conversation that naturally occurs between people (Sernovitz, 2009). Word of mouth (WOM) communication or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups regarding a product or service which aims to provide personal information (Kotler and Keller, 2014). Furthermore, according to Purwati, stated that product differentiation is a strategy that makes products different from competitors and even exceeds them, so that the results that can be assessed by consumers and the expected value can influence the most special consumer choices and interests (Purwati et al., 2019).

The increase in practical food consumption has resulted in food consumption patterns quickly spreading to the upper middle class and even the lower middle class, so this is an excellent opportunity for food processing businesses in marketing their products to further develop its business and makes quality products at affordable prices (Wijaya et al., 2022). With so many bakery shops on digital media in Madiun City, people are more selective in choosing the products they want to buy. The existence of marketing competition causes companies to be faced with various opportunities and threats. Therefore, every company in producing products is required to always understand and understand what is happening in the market and what consumers want. Like the bread products produced by Deerkeik in Madiun City, which tries to present different and varied products so that many people are interested in them at affordable prices, but the quality produced is commensurate with the price given. Deerkeik carries out buying and selling activities via the Instagram platform very intensively in order to reach a wide range of consumers. Just by looking at the Instagram platform, you can easily choose the bread or cake product you want. Apart from that, unintentional marketing through word of mouth regarding Deerkeik products has made Deerkeik little by little known to many people, but it cannot be ascertained whether this will increase the number of consumers who buy them.

This phenomenon requires all industries to adapt to technological advances in order to compete. The current phenomenon is that more and more bread or cake businesses are marketing through digital media, creating intense competition and competing to get good ratings from their consumers. Apart from that, sometimes there are some bakeries that simply do marketing through the media without paying attention to the aesthetics of the presentation. Thus, the author chose Deerkeik as the research object because currently bakery products in Madiun City are competing fiercely in their marketing strategies, so the author wants to know more about the influence of digital marketing on purchasing decisions for Deerkeik products. Not only digital marketing, but the author also wants to know the influence of word of mouth marketing and product differentiation whether it influences consumers' decision to purchase Deerkeik products in Madiun City.

LITERATURE REVIEW

Digital Marketing

An effective digital marketing strategy can help increase product awareness, build a sense of trust, and influence purchasing decisions. Therefore, companies must maintain a good digital marketing strategy to increase sales and influence consumer purchasing decisions. Relevant previous research discussing purchasing decisions carried out by Handayani found that digital marketing had an influence on purchasing decisions (Handayani & Wahyuningsih, 2022). Digital marketing has become an effective strategy in increasing sales and influencing consumer purchasing decisions. teknologi informasi.

Online media has good and promising potential for entrepreneurs, both large scale businesses and micro, small and medium scale businesses in facilitating marketing information, bringing relationships closer to consumers, and reaching various groups (Puspitasari et al., 2019) . Before the development of technology, people's knowledge of a good product was only through recommendations from people close to them or by word of mouth.

Word of mouth not only reduces the time it takes for consumers to obtain the necessary information, but also provides reliable recommendations for solving increasingly complex product problems and reduces the risks associated with making the wrong purchasing decision. Based on this, a hypothesis can be formulated as follows:

H1: Digital marketing influences product purchasing decisions

Word of Mouth

Word of Mouth, both in traditional and electronic form, also has a significant influence on purchasing decisions. Word of mouth communication regarding views or assessments of a product or service, either individually or in groups with the aim of providing personal information (Susilawati et al., 2021). Astuti found that Word of Mouth influenced the decision to purchase the Sulthanah Hijab in Tegal City (Astuti, 2023).

An effective word of mouth strategy can help increase product awareness, build a sense of trust, and influence purchasing decisions. Therefore, companies must maintain a good word of mouth strategy to increase sales and influence consumer purchasing decisions. Based on this, a hypothesis can be formulated as follows:

H2: Word of Mouth influences purchasing decisions

Product Differentiation

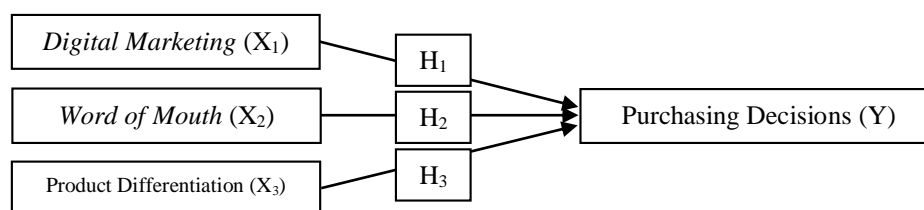
Product differentiation is a difference in a product made by a company to create the best value for consumers. With these differences, consumers will have considerations when purchasing certain products. Pieter found that product differentiation influences iPhone customer loyalty (Pieter et al., 2020). Product differentiation has a significant correlation with consumer purchasing decisions. Effective product strategy differentiation can help increase competition between companies and influence consumer purchasing decisions (Muhammad and Febriatmoko, 2022).

A company or manufacturer selects one or more attributes that many buyers in an industry consider important, and uniquely positions itself to meet those needs. The way to differentiate is different for each industry. Differentiation can be based on the product itself, the product delivery system used to sell it, the marketing approach, and a wide range of other factors. Therefore, companies must maintain a good product differentiation strategy to increase sales and influence consumer purchasing decisions (Handayani et al., 2023). Based on this, a hypothesis can be formulated as follows:

H3: Product differentiation influences purchasing decisions

Based on the hypothesis created, the analysis model in this research is as follows:

Figure 1
Analysis Model Framework



RESEARCH METHOD

The population in this study was 10,400, obtained from followers of the official Instagram account belonging to the Deerkeik bakery product in Madiun City. If the population is large, it is impossible for researchers to study all existing populations, for example due to limited funds, energy and time. Therefore, researchers used samples taken from this population. To determine the sample size, it was determined using the Slovin formula, which then resulted in a total of 100 respondents. To get these respondents, researchers used communication methods by distributing questionnaires to Deerkeik customers via Google forms which were distributed using Instagram stories on Deerkeik's Instagram account in Madiun City.

In this research, the indicators used to measure digital marketing according to Nasdini, consist of accessibility, interactivity, entertainment, credibility, irritation and informativeness (Lombok and Samadi, 2022). Word of mouth uses indicators, namely talkers, topics, tools, taking (company participation) and tracking (supervision) (Sernovitz, 2009). Product differentiation uses indicators, namely design/shape, features, performance quality, conformity quality, durability and reliability (Kotler and Keller, 2014). Meanwhile, purchasing decisions use indicators, namely stability of a product, habits in purchasing products, giving recommendations to others and making repeat purchases.

The sampling technique used is probability sampling with a simple random sampling method. Probability sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a member of the sample (Sujarweni, 2019). Testing of research instruments is carried out through validity tests to measure the accuracy and accuracy of measuring instruments as well as reliability tests to determine the consistency of indicators. The data analysis used is multiple linear regression with SPSS. This analysis looks at the coefficient of determination test (R^2) to measure the model's ability to explain variations in related variables. Meanwhile, to prove the research hypothesis, use the t test (partial test).

RESULTS AND DISCUSSION

Respondents in this research were consumers and followers of the Deerkeik Instagram account who had purchased Deerkeik bread and cake products at least once. In this study, the sample taken was 100 respondents. The results of the research explained that the majority of respondents were aged 15-30 years, with a percentage of 95% and the respondents were at least <15 years old, with a percentage of 1%. Most of the respondents were female, with a percentage of 69% and the least were male, with a percentage of 31%. The results of this research also show that the majority of respondents have student status with a percentage of 60% and the least number of respondents work as civil servants with a percentage of 2%.

Validity and Reliability Test Results

Validity and reliability testing was carried out on the entire sample, namely 100 respondents. Validity testing aims to ensure the extent to which the measuring instrument is accurate and precise in carrying out its function. It is said to be valid if the correlation coefficient value (value) > table correlation value (value). The value for 100 respondents is 0.1996.

Meanwhile, reliability testing aims to determine the level of confidence and consistency of statement items. It is said to be reliable if the Cronbach Alpha value is > 0.7. All items from the three variables in this study were declared valid and reliable.

Table 1
Validity and Reliability Test Results of Research Variables

Variable	Item	Validity (Loading Factor Value)	Reliability (Cronbach Alpha)
Digital Marketing	X1.1	0,749	0,768
	X1.2	0,830	
	X1.3	0,777	
	X1.4	0,806	
	X1.5	0,761	
	X1.6	0,716	
	X1.7	0,795	
	X1.8	0,734	
	X1.9	0,743	
	X1.10	0,339	
	X1.11	0,852	
	X1.12	0,798	
Word of Mouth	X2.1	0,682	0,770
	X2.2	0,782	
	X2.3	0,657	

	X2.4	0,676	
	X2.5	0,711	
	X2.6	0,746	
	X2.7	0,721	
	X2.8	0,787	
	X2.9	0,690	
	X2.10	0,729	
Product Differentiation	X3.1	0,676	0,771
	X3.2	0,532	
	X3.3	0,721	
	X3.4	0,771	
	X3.5	0,778	
	X3.6	0,803	
	X3.7	0,807	
	X3.8	0,845	
	X3.9	0,620	
	X3.10	0,840	
	X3.11	0,753	
Purchasing Decision	X4.1	0,684	0,781
	X4.2	0,821	
	X4.3	0,609	
	X4.4	0,660	
	X4.5	0,823	
	X4.6	0,826	
	X4.7	0,804	
	X4.8	0,824	

Classic Assumption Test Results

Normality test

The following are the results of the normality test using Kolmogorov-Smirnov:

Table 2
Normality Test Results with Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.10691217
Most Extreme Differences	Absolute	.071
	Positive	.048
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200c,d

Based on this table, it can be seen that the value of Asymp. Sig. (2-tailed) on the Kolmogorov-Smirnov test is 0.200. This result has a value greater than 0.05, this shows that in this study the data is normally distributed.

Multicollinearity Test

To find whether or not there is multicollinearity in the regression model, it can be seen from the tolerance value and Variance Inflation Factor (VIF) value, with the decision being that if the tolerance value is more than 0.10 and the VIF value is less than 10.00 then there will be no multicollinearity between the independent variables in the regression.

Table 3
Multicollinearity Test Results

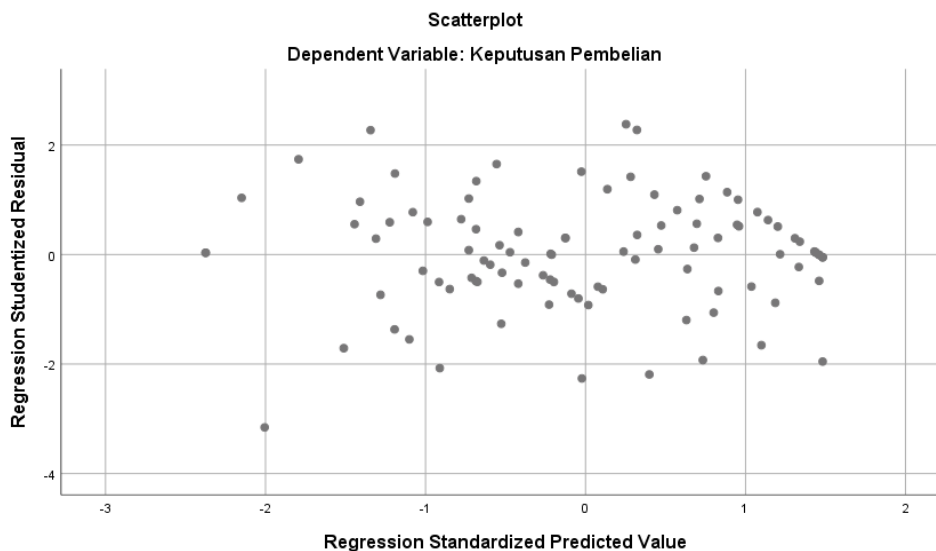
Collinearity Statistics	
Tolerance	VIF
.458	2.182
.510	1.961
.408	2.451

From the table it can be seen that the Digital Marketing tolerance value is 0.458, Word of Mouth is 0.510, and Product Differentiation is 0.408. The VIF value for Digital Marketing is 2.182, Word of Mouth is 1.961, and Product Differentiation is 2.451. Because the tolerance value is more than 0.10 and the VIF value is less than 10.00, it can be concluded that there is no multicollinearity in the regression model.

Heteroscedasticity Test

The basis for heteroscedasticity decision making is that if there is no particular pattern, the points or plots are spread randomly then it can be said that heteroscedasticity does not occur. Meanwhile, if there is a certain pattern, the points or plot spread regularly, this indicates heteroscedasticity is occurring.

Figure 2
Heteroscedasticity Test Results



It can be seen in the image that the dots or plot spread above and below the Y axis randomly and do not form a regular pattern, so it can be concluded that there is no heteroscedasticity problem in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis functions to determine the influence of the independent variable on the dependent variable. Apart from that, it is also to find out the direction of the relationship between the independent variable and the dependent variable.

Table 4
Results of Multiple Linear Regression Analysis

Hypothesis	coefficients	t-hitung	p-value	conclusion
Digital Marketing-> Purchasing Decision	.109	2.534	.013	significant
Word of Mouth -> Purchasing Decision	.091	2.103	.038	significant
Product Differentiation -> Purchasing Decision	.534	9.249	.000	significant

Coefficient of Determination (R^2)

The coefficient of determination is used to measure how much the ability of the independent variables (Digital Marketing, Word of Mouth and Product Differentiation) explains the dependent variable (Purchasing Decision).

Table 5
Coefficient of Determination Test Results (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 ^a	.798	.792	2.140

Based on the table above, it can be explained that the coefficient of determination (Adjusted R Square) obtained is 0.792. This means that variations in the three variables, namely Digital Marketing, Word of Mouth and Product Differentiation, contribute 79.2% to Purchase Decisions. Meanwhile, the other 20.8% is explained by other variables not included in the research.

Discussion

The Influence of Digital Marketing on Purchasing Decisions

Based on the results of hypothesis testing, it is known that digital marketing variables partially influence purchasing decisions. This means that it is in accordance with the hypothesis (H1), namely that Digital Marketing has a partial influence on purchasing decisions for Deerkeik bread products in Madiun City. Digital marketing expands and enhances traditional marketing functions using internet facilities and information technology. Online media has good and promising potential for entrepreneurs, both large scale businesses and micro, small and medium scale businesses in facilitating marketing information, bringing relationships closer to consumers, and reaching various groups (Puspitasari et al., 2019). This digital marketing was created to increase sales figures, get closer to consumers, and increase income.

This is in accordance with facts in the field that respondents stated that if purchases of Deerkeik products are made online, then access to the Deerkeik site can be done easily. Respondents also stated that they could communicate easily via social media with Deerkeik producers regarding prices and variants of Deerkeik products being bought and sold. Thus, giving consumers confidence regarding Deerkeik, so that consumers make purchases. The results of this research are supported by research by Handayani which states that digital marketing influences purchasing decisions (Handayani et al., 2023).

The Influence of Word of Mouth on Purchasing Decisions

Based on the results of hypothesis testing, it is known that the word of mouth variable partially influences purchasing decisions. This means that it is in accordance with the hypothesis (H2), namely that Word of Mouth has a partial effect on purchasing decisions for Deerkeik bread products in Madiun City. The effect of word of mouth is very large, in fact many marketers have taken advantage of it because it comes from a trusted source. This technique is very good to use because consumers before buying goods will look for recommendations from friends, relatives or family regarding purchasing products (Rangkuti, 2010). Word of mouth not only reduces the time it takes for consumers to obtain the necessary information, but also provides reliable recommendations for solving increasingly complex product problems and reduces the risks associated with making the wrong purchasing decision.

This is in accordance with facts in the field that respondents stated that good assessments from conversations and trusted sources can encourage respondents to purchase Deerkeik products. From the recommendations obtained, respondents can find out the reality assessment regarding prices and variants of Deerkeik products being bought and sold. Thus, giving consumers confidence regarding Deerkeik, so that consumers make purchases. The results of this research are supported by research by Susilawati et al., (2021) and Astuti, (2023) which states that word of mouth influences purchasing decisions.

The Influence of Product Differentiation on Purchasing Decisions

Based on the results of hypothesis testing, it is known that the product differentiation variable partially influences purchasing decisions. This means that it is in accordance with the hypothesis (H3),

namely that product differentiation has a partial effect on purchasing decisions for Deerkeik bread products in Madiun City. Product differentiation usually only changes a few product characteristics, including packaging and promotional themes, in order to attract consumers' buying interest in the product. Consumers will feel satisfied when the product they obtain can meet expectations or even exceed competitors' products.

This is in accordance with facts in the field that respondents stated that if the product differentiation carried out by manufacturers is good, it can encourage respondents to purchase Deerkeik products. In this way, it gives consumers confidence that Deerkeik is different from other competitors, so that consumers are encouraged to make purchases. The results of this research are supported by research. According to Handayani in their research, they stated that differentiation influences purchasing decisions (Handayani et al., 2023).

CONCLUSION

Based on the results of this research, several conclusions can be drawn, that the Digital Marketing variable has a significant influence on purchasing decisions. Furthermore, the Word of Mouth variable has a significant effect on purchasing decisions. And product differentiation has a significant effect on purchasing decisions.

The limitation of this research is that this research uses probability sampling with a simple random sampling method. Although this approach provides an equal opportunity for each element of the population to be selected, it may not comprehensively capture the diversity of consumer preferences and behavior. Different sampling techniques can provide a more differentiated understanding of the target market.

In addition, this study has a sample size of 100 respondents, which may be considered relatively small to draw generalizable conclusions about consumer behavior in the bakery market. A larger sample size can increase the statistical power of the study and the reliability of the findings. And in this research, the uneven demographic distribution can limit the generalizability of these findings to a wider consumer population. Including a more diverse sample can provide a more comprehensive understanding of consumer preferences. who are interested in similar research.

It is hoped that future researchers will not focus on the factors in this research, namely Digital Marketing, Word of Mouth and Product Differentiation, but can add other factors that might influence purchasing decisions. This is supported by the coefficient of determination (R^2) of 79.2%. This means that there are still 20.8% other independent variables that influence consumer purchasing decisions. For this reason, it is recommended that in further research to add other variables such as brand image, brand awareness and others.

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