

The Influence of Digital Marketing on Consumer Purchase Decisions Through Digital Promotion

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Abstrak-The development of digital technology has transformed marketing activities from conventional methods into digital-based marketing. Digital marketing has become one of the most effective strategies used by companies to communicate with consumers and increase purchasing interest. This study aims to analyze the influence of digital marketing on consumer purchasing decisions through digital promotion. The research employed a quantitative descriptive approach using a survey method. Data were collected through an online questionnaire distributed to 32 respondents who actively use social media and have been exposed to digital promotions. The sampling technique used was purposive sampling. Data analysis was conducted using descriptive statistics to describe respondents' perceptions of digital marketing activities. The findings reveal that most respondents frequently encounter digital promotions through social media platforms and consider digital marketing an important factor influencing purchasing decisions. Respondents also agreed that digital promotions help them obtain product information, increase trust, and encourage purchasing intentions. Social media, promotional content, and online reviews were identified as the most influential aspects of digital marketing. The study concludes that digital marketing plays a significant role in supporting consumer purchasing decisions and should be optimized by businesses to improve marketing effectiveness and competitiveness in the digital era.

Keywords: Digital Marketing; Digital Promotion; Purchase Decision; Social Media; Consumer Behavior

1. INTRODUCTION

The development of information and communication technology has created great changes in various aspects of life, including in the field of marketing. The Internet has become an integral part of people's activities so that it affects the way companies interact with consumers. Marketing activities that were previously carried out conventionally are now shifted to digital platforms that are more flexible, fast, and efficient.

Digital marketing is a marketing strategy that utilizes digital technology to promote products and services to consumers. The presence of social media, websites, marketplaces, and digital applications provides opportunities for companies to expand their market reach without being limited by geographical areas. This condition makes digital marketing one of the most used strategies by companies in the face of increasingly tough business competition.

The use of digital marketing provides various benefits for companies. Information about products can be conveyed quickly to consumers through various digital platforms. In addition, companies can build two-way communication with consumers through comment features, direct messages, and customer reviews. This interaction helps the company understand the needs of consumers and improve the quality of service.

For consumers, digital marketing provides convenience in obtaining product information. Before making a purchase, consumers can search for information about prices, quality, benefits, and other users' experiences through the internet. Information available online helps consumers in evaluating various product alternatives available in the market.

Purchasing decision is a process carried out by consumers in choosing and buying a product. The process involves various stages, ranging from the recognition of needs, information search, alternative evaluation, purchase decision, to post-purchase behavior. In the digital era, purchasing decisions are increasingly influenced by information obtained through social media and other digital platforms. Social media has an important role in influencing consumer behavior. Platforms such as Instagram, TikTok, Facebook, and YouTube become sources of information that are often used by people to learn about new products. Attractive promotional content is able to increase consumer attention and encourage interest in making a purchase. In addition, customer reviews and user testimonials also affect the level of consumer trust.

Digital promotion not only serves to introduce products to the public, but also becomes a means of building long-term relationships with customers. Companies can utilize various forms of promotion such as digital advertising, video marketing, influencer marketing, and content marketing to increase consumer engagement with the products offered.

The increase in the use of digital marketing shows that digital marketing strategies have an increasingly important role in the modern business world. Therefore, research on the influence of digital marketing on consumer purchasing decisions becomes relevant to understand how digital promotion affects consumer behavior. This research aims to find out the influence of digital marketing on consumer purchasing decisions through digital promotion based on the responses of 32 respondents who actively use social media.

2. RESEARCH METHOD

The research uses a descriptive quantitative method with a survey approach. This approach is used to describe the respondent's perception of the influence of digital marketing on consumer purchasing decisions. Data collection is done using a questionnaire distributed through Google Form. The questionnaire contains a number of statements regarding

digital marketing activities and consumer purchasing decisions. Respondents are asked to give feedback according to their experience in viewing product promotions through digital media.

The research population is digital media users who actively use the internet and social media. The research sample consisted of 32 respondents selected using the purposive sampling technique. The technique is used because respondents are selected based on certain criteria that are in accordance with the research objectives. Respondent criteria include active social media users, have seen product promotions through digital media, and have experience in making purchases after obtaining product information online. These criteria are chosen so that the data obtained is in accordance with the research focus. The research variable consists of digital marketing as the main variable and the purchase decision as the observed variable. Digital marketing indicators include social media, digital promotion, content marketing, and product information. Meanwhile, purchasing decision indicators include information search, product interest, purchase consideration, and purchase decision. Data analysis is carried out using descriptive statistics in the form of frequency and percentage. This analysis technique is used to describe the characteristics of the respondent and know the tendency of the respondent's answer to each statement given.

2.1 Population and Sample

The population in this study is all consumers who actively use digital media such as social media, websites, and e-commerce platforms to search for product information and have made online or offline purchases after seeing digital promotions. Because the number of the population is not known for sure and very large, the research uses sampling techniques to obtain representative data. The research sample consisted of 32 respondents selected using the purposive sampling technique. This technique is used because researchers set certain criteria that are in accordance with the research objectives. The criteria of the respondents in this study are:

- a. At least 17 years old.
- b. Actively using the internet and social media.
- c. Have seen product promotion through digital media.
- d. Have made a product purchase after seeing a digital promotion.

Willing to fill out a complete research questionnaire. The sample number of 32 respondents is considered adequate for quantitative research because it has met the minimum number of samples required for regression statistical analysis. By using purposive sampling, it is hoped that the selected respondents really have experience and understanding related to the use of digital marketing so that they can provide relevant and accurate information in accordance with the research objectives.

2.2 Research Variables

Independent Variable (X): Digital Marketing

Indicator:

- a. Social media
- b. Website
- c. Content marketing
- d. Digital promotion

Dependent Variable (Y): Purchase Decision

Indicator:

- a. Identification of needs
- b. Information search
- c. Alternative evaluation
- d. Buying decision
- e. Post-purchase behavior

2.3 Research Hypothesis

H1: Digital marketing has a positive and significant effect on consumer purchasing decisions.

Table 1. Variable Operational

No	Variable	Indicator
1	Digital Marketing(x)	Social Media,Website,Content Marketing, Digital Promotion
2	Purchase Decision(y)	Need Recognition, information search, Alternatif Evalution, Purchase Decision

2.4. Data Analysis Technique

The data that has been obtained from the questionnaire is first processed and coded before being analyzed. Data analysis was carried out using the help of the Statistical Package for the Social Sciences (SPSS) version 26 program. The stages of data analysis in this study include: Descriptive Statistical Analysis, is used to describe the characteristics of the respondent and provide an overview of the respondent's answer to the research variable. Validity Test, is used to determine the extent to which the research instrument is able to measure the variables being studied. The statement item is declared valid if the correlation value (r calculated) is greater than the r value of the table at a significance level of 5%.

Reliability Test, used to measure the consistency of research instruments. An instrument is declared reliable if it has a Cronbach's Alpha value greater than 0.70. Normality Test, is used to find out whether the research data is normally distributed or not. The test was carried out using the Kolmogorov-Smirnov method with a significance level of 0.05. Simple Linear Regression Analysis, is used to determine the influence of the Digital Marketing variable (X) on Consumer Purchase Decisions (Y). The regression model used is:

$$Y = a + bX + e$$

Where:

Y = Purchase Decision

X = Digital Marketing

A = Constant

B = Regression Coefficient

E = Error

The t (Partial) test, is used to find out whether the Digital Marketing variable partially has a significant effect on Consumer Purchase Decisions. Hypothesis is accepted if the significance value is less than 0.05. Determination Coefficient (R^2), is used to determine how much the Digital Marketing variable's ability is in explaining the variation of Consumer Purchasing Decisions. The greater the value of R^2 , the greater the contribution of the independent variable to the dependent variable. Through the analysis stage, this research is expected to provide accurate results and be able to explain the relationship between digital marketing and consumer purchasing decisions empirically.

3. RESULT AND DISCUSSION

3.1. Respondent characteristics

The research involved 32 respondents consisting of 21 women and 11 men. All respondents are active social media users who have seen digital product promotions

Tabel 2. Respondent

No	Gender	Amount	Percentage
1	Femele	21	65,6%
2	Laki-laki	11	34,4%
3	Total	32	100%

3.2 Respondent's Descriptive Analysis

Based on the results of the distribution of the questionnaire to 32 respondents, the majority of the respondents were female as many as 21 people (65,63%), while men as many as 11 people (34,37%). Respondents are dominated by the age of 18–23 years old which is an active age group in the use of social media and the internet. The results of the questionnaire show that most of the respondents often see product promotions through digital media and assess that the information conveyed is easy to understand. In addition, respondents also stated that digital promotion helps them get to know new products and influence purchasing decisions. In general, respondents give positive responses to digital marketing, so it can be concluded that digital marketing has an important role in improving consumer purchasing decisions through digital promotion.

3.3 Research Results

The research results show that all respondents often see product promotions through social media. Most of the respondents stated that product information conveyed through digital media is easy to understand and helps them get to know the new product.

Tabel 3. Respondent Responses

No	Statement	Percentage agree
1	Often see promotions via social media	100%
2	Product Information is easy to understand	96,9%
3	Digital promotion increases purchase interest	96,9%
4	Digital promotion increases purchase interest	96,9%
5	Digital Marketing influences purvchasing decisions	84,4%
6	Promotions help get to know new products	100%
7	Ptomotional content attracts attention	90,6%
8	Attractive creative promotions to try products	93,8%

3.4 Discussion

Research results show that digital marketing has a positive influence on consumer purchasing decisions. The majority of respondents stated that digital promotion carried out through social media can attract attention and increase their interest

in a product. This finding shows that social media has become one of the effective marketing tools in building communication between companies and consumers.

Product information that is easy to understand through digital media is also a factor that encourages consumers to make purchasing decisions. Consumers tend to look for information first before buying a product. Therefore, the presentation of clear and interesting information can increase consumer confidence in the products offered. In addition, the existence of online reviews and testimonials also affects purchasing decisions. Before buying a product, consumers generally read the experience of other users as a consideration. This condition shows that electronic word of mouth (e-WOM) has an important role in modern digital marketing.

Creative digital promotion is also proven to be able to increase consumer interest to try new products. The use of short videos, interesting images, and interactive content can increase consumer engagement with promoted products. The higher the consumer involvement, the greater the possibility of a purchase decision. The results of this study are in line with the theory of Kotler and Keller (2021) which states that digital marketing is an effective marketing strategy in improving marketing communication and influencing consumer behavior. Research findings also support the research of Alfikri (2021), Asnawati et al. (2021), and Wulandari et al. (2023) which states that digital marketing has a positive effect on consumer purchasing decisions. Research findings show that consumers tend to give positive responses to digital promotions that are informative, creative, and easy to understand. Therefore, companies need to pay attention to the quality of the published content to be able to increase consumer engagement and encourage purchasing decisions.

4. CONCLUSION

Based on the results of research on the influence of digital marketing on consumer purchasing decisions through digital promotion, it can be concluded that digital marketing has a positive influence on consumer purchasing decisions. The research results show that the majority of respondents gave a positive response to digital promotions carried out through social media and other digital platforms. Respondents assessed that digital marketing makes it easier for them to obtain product information, get to know new products, and increase interest in making purchases. In addition, interesting promotional content and online reviews or testimonials also affect consumers' decisions in choosing and buying a product. The findings of this research show that the better the digital marketing strategy that is applied, the greater the impact on consumer purchasing decisions. Therefore, digital marketing can be one of the effective marketing strategies for companies to increase consumer buying interest and purchasing decisions in the current digital era. The results of this study also support previous research which stated that digital marketing plays an important role in building marketing communication, increasing consumer trust, and encouraging purchasing decisions. Thus, companies are advised to continue to develop digital promotion strategies that are creative, informative, and in accordance with consumer needs in order to be able to increase competitiveness and product sales

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