Why Use CM, SEO and SMM: How Far Digital Marketing Strategies Influence Purchase Decisions?

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INFO ARTIKEL

Abstract

This study finds out how far the use of digital marketing is in increasing purchasing decisions with a case study of Mbak Tary's Ayam Bakar MSMEs in Nganjuk Regency through positive interactions with content or posts shared on MSMEs social media and effective online searches on search engines. This research method is Quantitative Research using Desk Research utilizing a berganda linear regression model. The study's population is the UMKM consumer in question. This study included 50 respondents as a sample. Data collection via an online questionnaire accessible through a Google Form. The study's findings indicate that using social media, SEO, and content marketing together has a significant effect on Customer Purchasing Decisions. The implication of this research is that MSMEs should focus on developing digital marketing strategies, especially social media marketing, to increase customer attractiveness. This research provides in-depth insights into how digital marketing can improve purchasing decisions in the context of Mbak Tary's Ayam Bakar MSMEs, as well as providing a basis for more effective development strategies in similar MSMEs industries. As such, MSMEs can harness the potential of digital marketing to improve their business performance.

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Introduction

The fifth industrial revolution is now at the digitalization stage, where technology that is based on digital signals is essential to many facets of daily life (Widnyani & Astitiani, 2023) Today's population depends heavily on the advancement of information technology, including the internet (Abdjul et al., 2022) The trend of Indonesia's growing internet user base has an impact on online shopping patterns. Currently, the internet can be accessed anywhere and anytime,

making it easier for consumers to find products in online stores and shop online easily and practically (Nurmalasari, 2021) The use of social media that allows uploading and viewing from various regions is a business opportunity to promote products online in real time and is not limited to regions (Fitrianna & Aurinawati, 2020) Social media is online media used to interact, communicate, share information, build networks and other social activities online. Some examples of popular social media application are websites, Whatsapp, Instagram, Facebook, Twitter and others (Santoso et al., 2022). By understanding the marketing factors on social media, small businesses have the opportunity to compete in today's digital era. (Saragih & Tarigan, 2020)


Picture 1 : Data of Internet users in Indonesia as of (2013-2023)

Source : katadata.com

Statistical charts showing Indonesia's net growth in users from 2013 to 2023 show a significant increase in information searches and online transactions. The large number of internet users provides great opportunities for business actors, especially in the field of Muslim fashion, to market products online. (Putri & Hendratmi, 2022) The development of technology and digitalization has opened up new opportunities for MSMEs in Indonesia related to marketing, sales, and distribution of products through the internet and social media. Currently, online marketing via the internet is a new trend considering the increasing number of internet users and the convenience and low costs presented. (Othysalonika et al., 2022) By utilizing the internet as a marketing channel for products and services, business people can achieve various benefits. (Adlan & Indahingwati, 2020) The application of digital marketing has become a must for business people as one of the main components in the marketing strategy applied (Arifin et al., 2019) Business people can take advantage of opportunities that exist on social media to improve their business to achieve optimal success rates. (Dewi et al., 2020) One tactic used by business owners to advertise their goods to prospective customers is digital marketing. In the world of digital marketing, rivalry arises not only from the caliber of products but also from the content produced to grab consumers' interest. (Yusuf et al., 2020) Marketing strategy will be more optimal if supported by a structured marketing plan both internally and externally (Aliami et al., 2022) In this case, the focus is on MSMEs. MSMEs can take advantage of e-commerce platforms, social media, and mobile applications to increase market, brand visibility, and regional reach Various strategies such as influencer marketing, online customer reviews, and content marketing can be utilized by MSMEs in social media marketing (Herman et al., 2023) Although Indonesian MSMEs have shown good growth, they are still faced

with various obstacles in doing business. To overcome these challenges, one of the ways taken is to utilize technology, especially in order to increase consumer interest and decisions to make purchases (Huda et al., 2021)
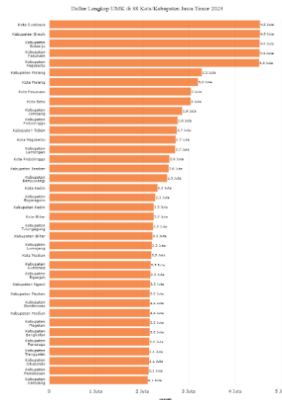
Picture 2 : Data on MSMEs in East Java City / Regency

Source : katadata.com

Picture 2. The graph shown indicates a positive trend and a significant increase in the effectiveness of East Java's MSMEs, or micro, small, and medium-sized enterprises. An important factor in boosting a nation's or a region's economic circumstances is small companies. As of 2021, Elbahar and Syahputra One of the regencies in the province of East Java is Nganjuk Regency. whose people majority work as traders. The number of SME actors in Nganjuk Regency is quite significant, reaching 288,119 units in 2022 or 2.95% of the total SMEs in East Java which number 9,782,262 units. From this number, SMEs in Nganjuk Regency are spread across 16 (sixteen) business fields/sectors, with around 170,077 businesses (59.03%) engaged in the agricultural sector and 118,042 businesses (40.97%) operating in the non-agricultural sector. (Investment Facilitation and One-Stop Integrated Services Agency year 2023) One of the MSMEs in Nganjuk is MSME Ayam Bakar Mbak Tary. UMKM Ayam Bakar Mbak Tary is an MSME that focuses on the culinary sector. This MSME was established in 2019. It has been 4 years since this MSME was established so that consumers no longer hesitate. This privately owned MSME initially sold tofu jupe (spicy tofu) products, over time it expanded to grilled chicken because there were no sellers at the location, so it became a business opportunity. The location of these MSMEs is on Jalan Merapi 1, Sukorejo Village, Loceret District, Nganjuk Regency, A small district in East Java bordering Kediri Regency so that there are many other MSMEs. One of the MSMEs in Nganjuk is MSME Ayam Bakar Mbak Tary. UMKM Ayam Bakar Mbak Tary is an MSME that focuses on the culinary sector. This MSME was established in 2019. It has been 4 years since this MSME was established so that consumers no longer hesitate. This privately owned MSME initially sold tofu jupe (spicy tofu) products, over time it expanded to grilled chicken because there were no sellers at the location, so it became a business opportunity. The location of these MSMEs is on Jalan Merapi 1, Sukorejo Village, Loceret District, Nganjuk Regency, A small district in

East Java bordering Kediri Regency so that there are many other MSMEs. Based on an initial survey conducted on business owners, some of the problems faced include these MSMEs only marketing their products through the WhatsApp application by creating a status or story there. MSMEs Ayam Bakar Mbak Tary also do not have a well-planned content marketing strategy. A lack of relevant, engaging, and useful content can hinder their ability to grab attention and influence the interest of potential buyers. MSMEs Ayam Bakar Mbak Tary also lack understanding of the importance of search engine optimization (SEO) and how to apply it appropriately. Based on an initial survey conducted on business owners, some of the problems faced include these MSMEs only marketing their products through the WhatsApp application by creating a status or story there. MSMEs Ayam Bakar Mbak Tary also do not have a well-planned content marketing strategy. A lack of relevant, engaging, and useful content can hinder their ability to grab attention and influence the interest of potential buyers. MSMEs Ayam Bakar Mbak Tary also lack understanding of the importance of search engine optimization (SEO) and how to apply it appropriately. With an emphasis on content marketing techniques, search engine optimization, and social media marketing, this study seeks to identify the variables that affect consumer purchasing decisions for MSMEs Ayam Bakar Mbak Tary. The importance of implementing digital marketing strategies to face business competition, introducing this MSME website to a wider range of consumers, and understanding the importance of digital marketing in the era of business switching to technology.

According to Kotler's theory (2009), consumer purchasing decisions are influenced by product promotion such as advertising and the influence of reference groups on product quality. In today's digital era, companies must increase innovation by marketing products online. The main factors influencing purchasing decisions are content marketing, search engine optimization to increase website visibility, as well as marketing through social media. This study aims to explore the impact of these factors on consumer purchasing decisions in MSMEs Ayam Bakar Mbak Tary in the context of technology-based business. According to theory, the process of consumer purchasing decisions goes through five stages: recognizing problems, seeking information, evaluating alternatives, buying, and behavior after purchase. Content marketing strategy involves distributing, designing, and creating engaging content to inspire the audience to become the company's customers. (Abdjul et al., 2022) Direct or indirect marketing that aims to increase awareness, recognition, recall, and actions against a company, product, person, or other entity is known as social media marketing. This marketing is done by utilizing various social media tools such as blogging, microblogging, social networking, social tagging, and content sharing. In other words, social media marketing involves marketing activities using various social media platforms to reach consumers virtually and connect with each other online (Narottama & Moniaga, 2022) Search Engine Optimization (SEO) is a series of processes of designing, developing, modifying, and building a web page with the aim of increasing its chances of appearing in search engine search results. SEO involves a variety of programming and content techniques to ensure web pages can be easily found and indexed by search engines like Google, Bing, and Yahoo. In other words, SEO aims to increase the visibility and ranking of a site in search engine organic search results (Pandaoni & Ardiansah, 2022)

Research Method

This study uses a quantitative method. The quantitative method is an analytical method that uses primary data obtained from respondents through distributed questionnaires and analyzed statistically using statistical theories to solve research problems. It is anticipated that this approach will give confidence while making judgments. At the MSMEs Ayam Bakar Mbak Tary, the impact of social media marketing, search engine optimization, and content marketing techniques on customer purchase decisions is explained using the quantitative method. A quantitative descriptive study design was employed, with the goal of characterizing or illuminating occurrences that transpire in line with the author's statement of the topic. Quantitative data are the kind that are used. There is utilization of primary and secondary data sources. The population under investigation consists of MSMEs Ayam Bakar Mbak Tary's patrons or guests. Purposive sampling, a non-probability sampling method, is used in this sampling methodology. There were fifty responders in the sample. The primary source of data is one that is derived directly from the research item. The primary source of data that directly supplies information to data collectors is primary data. The major data utilized is from surveys that were given to respondents of MSMEs Ayam Bakar Mbak Tary directly. Data for this study was gathered through giving respondents surveys or questionnaires. Surveys and questionnaires are methods of gathering data in which participants are given a list of written statements or questions to respond to. When used properly and with a clear understanding of the factors to be measured and the expected responses from respondents, questionnaires are an effective method of gathering data.

By providing an online form link, surveys were sent to research participants, who were MSMEs Ayam Bakar Mbak Tary customers. The Likert scale is used to score the variables. The scores are as follows: Score 1 is Strongly Disagree (STS), Score 2 is Disagree (TS), Score 3 is Somewhat Disagree (KS), Score 4 is Agree (S), and Score 5 is Strongly Agree (SS). Tests for reliability and validity need to be performed on questionnaires. A validity test is used to assess a questionnaire's legitimacy or validity. By examining the significance level, one can determine the validity test. If the calculated r exceeds the table r, it is considered valid; conversely, if the calculated r is less than the table r, it is considered invalid. In this study, the relationship between independent and dependent variables—that is, the effects of content marketing (X1), SEO (X2), and social media marketing (X3) on customer purchase decisions (Y)—was examined using a basic linear regression-type statistical procedure. The content advertising variable (X1), which is measured using indications of relevance, correctness, value, ease of understanding, ease of finding, and consistency, is one of the variables measured in this study. SEO variable (X2) is measured with backlinks, search intent, content tidiness, and page loading speed indicators. Indicators of entertainment, interaction, trendiness, customisation, and advertisement are used to assess the social media marketing variable (X3). Indicators of product choice, brand choice, distributor choice, buy time, and purchase amount are used to determine the value of the purchasing decision parameter (Y).

RESULT

The study's findings came from a group of fifty participants who met the requirements for participation, namely, customers who were at least eighteen years old and had visited the MSMEs Ayam Bakar Mbak Tary website and maintained social media accounts on Instagram. Google Form was used to distribute surveys online in order to gather data. The questionnaire was distributed confidentially using a 1-5 Likert scale. This study uses 3 independent variables, namely content marketing, SEO and social media marketing as well as 1 dependent variable, namely purchasing decisions. The questionnaire made contains statements for each variable with an average of 5-8 items. The researcher presented the data obtained from the field, the purpose of presenting this data is to facilitate the writer in analyzing the data. The aim is to facilitate the author in analyzing the data. (Shilfiyo & Rumyeni, 2022) By looking at the average responses of respondents to the four variables, an average score of 4 was obtained. This means tending to agree. This suggests that customers of MSMEs Ayam Bakar Mbak Tary frequently have a high degree of impact over what they buy due to social media, SEO, and content marketing on the MSMEs website and content. The researcher tested the reliability and accuracy of the instruments. The purpose of the validity test is to evaluate the questionnaire's questions' validity. In the meanwhile, if the measurements are repeated, the reliability test is used to evaluate the questionnaire's questions for consistency (Nabila & Habib, 2023) According to V. Wiratna Sujarweni (2014), an instrument is considered legitimate if its computed R value is higher than the Product Moment's R table value, and vice versa. The value of the Corrected Item Total Correlation corresponds to the estimated R value. With the aid of computations utilizing SPSS tools/media, the validity test is performed to assess the reliability of instrument variables x and y, which were created using seven to ten statements based on predefined indicators (Sugiharto et al., 2022) The following summarizes the findings of the instrument validity test according to the test results there are four variables that are being examined: three basic variables (X1, X2, and X3) and one correlated variable (Y). The number of observations for each variable are 10, 8, 7, and 9. Accordingly, each variable's value correlation between the item's score and the overall score (R calculate) is greater than the value R table, meaning that the data that are obtained are genuine except for four invalid items. According to Sugiyono (2018), an instrument is considered reliable if it produces consistent results when it adjusts the same object. The reliability test technique that is applied is alpha Cronbach, where a construct or variable is considered reliable if its value is greater than 0.70. The reliability assessment is conducted using the SPSS statistical analysis program on a computer (Sugiharto et al., 2022)

Table 1. Recapitulation of Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.893	25

Source : Processed SPSS 2023

The table shown table demonstrates that the instruments used for the study have Cronbach's Alpha values more than the threshold set by Ghozali (2018), which states that data acquired can be considered reliable if the Cronbach's Alpha value is greater than 0.70. To determine whether or not the data used violates classical assumptions, testing for classical assumptions is done. The test for multicollinearity and the normalcy test are the two tests employed in the traditional assumption testing. To determine if the data being used is regularly distributed or not, the normalcy test is performed (Praditasetyo & Saputri, 2021) Based on the normality test's results, which indicated that the data plots followed the diagonal line, the study's data was found to be normally distributed in accordance with Ghozali's (2011:161) criterion. The multicollinearity test was the next traditional assumption test that was used to assess if there was a high correlation between the independent variables that would limit the predictive power of the model. The multicollinearity test's findings demonstrated that the VIF value has to be less than 5 because multicollinearity is indicated by a value greater than 5 (Mahardini et al., 2023) Imam Ghozali's (2017: 107–108) guidelines state that if the permissible tolerance value is higher than 0.100 and the VIF value is lower than 10.00, multiple linearity will not arise. The above requirements indicated that there were no multicollinearity issues with the study's variables. In order to ascertain how many independent factors have an impact on a dependent variable, multiple linear regression analysis is employed. Multiple linear regression analysis was the analytical technique employed in this work. The following regression model will be applied:

Table 2. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.505	4.213		2.019	.049		
	CM (X1)	.177	.147	.185	1.206	.234	.418	2.390
	SEO (X2)	.207	.210	.194	.983	.331	.254	3.937
	SMM (X3)	.510	.227	.412	2.245	.029	.294	3.405

a. Dependent Variable: PD (Y)

Source : Processed SPSS 2023

As is seen from the table shown above, the regression coefficient value (β) for the CM variable is 0.177, the SEO variable is 0.207, and the SMM variable is 0.510. The value of the constant (α) is 8.505. As a result, the following multiple linear regression equation is found: Using the formula given by Sugiyono (2006:261), a multiple linear regression model is employed in this investigation. The study data were examined using the multiple linear regression model.

The models for analysis of multiple linear regression are:

Y= a + b1x1 + b2x2 + b3x3≠ e

Y= 8.505 + 0,177x1 + 0,207x2 + 0,510x3 ≠ e

The next equation for regression is derived from the outcomes of the multiple linear regression analysis that was performed. According to the preceding table, the regression coefficient value (β) for the CM variable is 0.177, the SEO variable is 0.207, and the SMM variable is 0.510. The constant (α) has a value of 8.505. y = 8,505 + 0.177x1 + 0.207x2 + 0.510x3 is the multiple linear regression equation that was calculated as a result. The regression coefficients of the three independent variables are all positive, as can be determined by the equation. This suggests that each independent variable and the dependent variable have a unidirectional relation. To be more precise, a one-unit rise in the CM variable will result in a 17.7% increase in the dependent variable; a one-unit increase in the SEO variable will provide a 20.7% increase; and a one-unit increase in the SMM variable would produce a 51% increase in the variable that is dependent. Moreover, the t-test is used to do a partial hypotheses test. According to Imam Ghozali's (2011: 101) instructions, the independent factor marginally influences the dependent variable if the significance value is less than 0.05.

Table 3. Partial T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.505	4.213		2.019	.049		
	CM (X1)	.177	.147	.185	1.206	.234	.418	2.390
	SEO (X2)	.207	.210	.194	.983	.331	.254	3.937
	SMM (X3)	.510	.227	.412	2.245	.029	.294	3.405

a. Dependent Variable: PD (Y)

Source : Processed SPSS 2023

According to the table's t-test results, variable X1 (CM) had no significant impact on variable Y, as indicated by a significance value of 0.177 for t-count of 1.206, which was less than the t-table of 2.010. Similarly, variable X2 (SEO) showed no significant impact on Y, with a significance value of 0.194 and a number of ts of

1.207 that was smaller than the t-table of 2.010. SMM had significant effects on Y, as evidenced by the significance value of 0.029 for variable X3 (SMM), which was found to have a t-count of 2.245 more than a t-table of 2.010. Thus, an F-test was run by examining the significance value and F-count in order to ascertain the simultaneous effect. There is a significant effect if its significance is smaller than 0.05. The f test comes next. Its criteria allow one to view both the F value and the significance value (Sig.) in order to assess whether or not there is a simultaneous influence.

Table 4. Test F

ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	274.045	3	91.348	18.067	.000ᵇ
	Residual	237.642	47	5.056		
	Total	511.686	50			

a. Dependent Variable: PD (Y)

b. Predictors: (Constant), SMM (X3), CM (X1), SEO (X2)

Source : Processed SPSS 2023

Based on the uji F results shown in the table, a signifikansi value of around 0.0005, which is less than 0.05, was obtained. In addition, the calculated F hitung value is 18,067, which is greater than the F table value of 2,79. In this way, it can A significance value of 0.000 was found based on the presented table, which is less than 0.05. In the meantime, the F count value is higher than 2.79 at 18,067. Therefore, it can be said that the variables of social media marketing (X3), SEO (X2), and content marketing (X1) all significantly affect the variable of purchase choice (Y) either separately or in combination. The effect of this is substantial as the F count is higher than the F table and the significance value is less than 0.05.

DISCUSSION

Numerous findings that are extremely pertinent to consumer behavior theory and purchase decision making have been obtained from the multiple linear regression analysis performed on data collected from 50 respondents regarding content marketing, SEO, and social media marketing on social media and the SME website. These results offer valuable insights into the ways in which digital consumer interactions with postings, content, or search engine queries might affect customers' decisions to buy when it comes to digital marketing methods. The results of the evaluation also offer a clear picture of how digital marketing tactics affect customer behavior and purchasing choices. (Pertiwi & Sulistyowati, 2021) The study's conclusions showed that social media marketing significantly and favorably affects consumers' decisions to buy. This finding is consistent with earlier study by Yunita Mandagie, James D. D. Massie, and Fadillah Abdjul. which concluded that digital marketing strategies are crucially important to improve in an effort to increase

consumers' tendency to make purchases. The findings of both studies consistently revealed the positive influence of digital marketing strategies, particularly social media marketing, on consumers' purchase decisions (Abdjul et al., 2022) Additionally, it's critical to optimize social media marketing and content marketing across a range of platforms and applications (Ginan et al., 2023) However, there was a slight but beneficial impact of the other two independent variables—content marketing and search engine optimization—on buying decisions. This suggests that variations in the way SEO and content marketing are implemented statistically do not significantly affect consumer choices. These changes cannot be regarded as definitive or statistically significant findings, even though there is a positive correlation suggesting a favorable relationship.

This is possibly due to several factors including differences in respondent or market segment characteristics. In addition, the uneven response variations were caused by the lack of respondent exploration. This is consistent with earlier studies' results that content marketing has no discernible influence on consumers' decisions to buy. and SEO as a less dominant variable in influencing purchase decisions. The uniqueness of the findings of this study lies in the analysis of the three independent variables (X), namely content marketing, SEO, and social media marketing which are rarely studied together to improve purchasing decisions in MSMEs. This finding shows that the greater the calculated T value produced, the greater the influence on purchasing decisions. This means that the more intensive consumer interaction on social media and search engines, the more likely they are to buy. This finding provides an in-depth understanding of how digital marketing can improve purchasing decisions in MSMEs Ayam Bakar Mbak Tary, as well as being a reference for developing more effective strategies in similar MSME industries. Thus, MSMEs can take advantage of the potential of digital marketing to improve business performance. These results are important and pertinent for both understanding customer behavior in the current digital age and creating successful digital marketing tactics.

CONCLUSSION

The study's findings demonstrated that purchase decisions were significantly influenced by social media marketing, content marketing, and SEO either concurrently or in combination. According to theory, this study advances our understanding, particularly in the area of strategies for digital marketing. The three strategies provided influence and trust to consumers. The better the implementation, the more the strategies can attract consumers through valuable content connected directly to them. With this content, business owners can change consumer behavior and increase purchase decisions on social media. This allows for consumer behavior theory to consider the influence of digital interactions on purchases, so that business owners can focus on improving digital interactions with consumers through content and increasing website visibility to strengthen the influence of digital marketing. Even though this study succeeded in producing new insights, it has limitations as two independent variables were not significant to the dependent variable and there was lack of respondent exploration of the research object. Future studies may require samples that are more suitable for the research object to produce far better results..This research can serve as a foundation for future investigations into the ways in which well implemented digital marketing methods, such as content marketing, search engine optimization, and social media marketing, can serve as powerful instruments in influencing customer buying decision.

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