

THE INFLUENCE OF DIGITAL MARKETING AND PRODUCT QUALITY ON PURCHASE DECISIONS: LITERATURE REVIEW

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Abstract: Digital marketing has become an important strategy in attracting consumer attention through various digital platforms, such as social media, websites, and emails. Meanwhile, product quality plays a crucial role in shaping customer satisfaction and loyalty. This study aims to examine the influence of digital marketing and product quality on consumer purchasing decisions through a review of existing literature. This writing method is a literature review study that includes international journals, scientific articles, books, and research reports from various credible sources. The results of this article are: 1) Digital Marketing influences Purchasing Decisions 2) Product Quality influences Purchasing Decisions.

Keywords: Digital marketing, product quality, purchasing decisions.

Introduction

Technology plays a very important role throughout the world in supporting and facilitating humans in carrying out daily activities. Digital technology is a form of technological advancement that can help humans communicate, access information, and even become a medium for doing business. In the era of digital technology that is currently developing rapidly, it has greatly influenced many sectors in the world economy, especially in the business sector. In line with these developments, business through digital marketing is currently in great demand by many business people.

Digital marketing is an important and popular marketing strategy and is used by almost all marketers around the world to attract consumers and potential consumers quickly. Various digital platforms such as social media, websites, and email marketing have opened up new opportunities for companies to reach audiences more widely and efficiently. With increasing internet penetration, consumers are increasingly relying on digital information to support their purchasing decisions. (Kellerman, 2024)

Along with this transformation, companies are faced with the challenge of understanding the dynamics of rapidly changing consumer preferences. The role of digital marketing is not only limited to delivering product information, but also creating relevant, interactive, and personalized experiences for consumers. This makes digital marketing a strategic element in building sustainable relationships with customers. In addition, companies must also face challenges related to data privacy and excessive information filtering. Therefore, a deeper understanding of the elements of digital marketing that most influence consumer purchasing decisions is very important. (Lamarre et al., 2023)

Purchasing decision is a person's attitude to buy or use a product, either goods or services, that is considered to be able to satisfy him/her, accompanied by a willingness to be responsible for the risks that will be taken from the decision. Consumer decisions to buy a product always involve

physical activity (in the form of direct consumer activities through the stages of the purchasing decision-making process) and mental activity (namely when consumers assess products according to certain criteria set by the individual). Consumer purchasing decisions are related to psychological factors, so understanding the psychological and personal factors of consumers is very important and has a strong influence on purchasing behavior.(Pattipeilohy et al., 2019).

According to(Ernawati, 2023), Digital marketing is a form of promotion of products or services by companies that utilize one or more forms of electronic media or called digital media. From this view, digital marketing is a form of effort to promote a company or goods or services in order to form preferences in marketing its products by utilizing digital technology through one or more forms of electronic media that exist today. With the existence of marketing activities, it is expected to influence purchasing decisions.

Apart from digital marketing, what business people must have is the quality of their products, because with maximum product quality it will have an impact on consumer satisfaction or customer satisfaction. Product quality itself is a feature and characteristic of a good or service that affects its ability to satisfy its needs.(Saregar et al., 2016). Therefore, if all of these have been fulfilled, it will certainly have an impact on the consumer's purchasing decision to buy the product, while the purchasing decision itself is one of the final stages where consumers are faced with several alternative choices so that at this stage consumers will take action to decide to buy the product based on the choices determined.(Arfah, 2022).

Research conducted by(Mushoffa & Fadli, 2023), stated that Digital Marketing has a significant influence on Purchasing Decisions. In addition, research from(Setyawati et al., 2022), states that Product Quality has a positive and significant effect on Purchasing Decisions. Based on the phenomenon and previous research that has been conducted, the purpose of this study is to explore the relationship between digital marketing and consumer purchasing decisions. By analyzing various relevant literature, this study is expected to provide in-depth insight into how digital marketing elements, such as content, interaction, and personalization, influence consumer behavior. The results of this study are also expected to provide practical guidance for companies to design more effective digital marketing strategies.

Literature Review

Purchase Decision

Purchasing decisions are the selection of two or more alternative purchasing decision choices, meaning that a person can make a decision from several alternatives or choices available. This decision can lead to how the decision-making process is carried out. (Schiffman & Lazar, 2010). Meanwhile, according to (Kotler & Armstrong, 2012), Purchasing decision is a process of uniting and mixing a behavior in terms of carrying out an activity in choosing a product or item to be selected. The indicators of purchasing decisions according to (Basu Swastha & Irawan, 2008) namely Recognition of Needs and Wants, Information Search, Evaluation of Purchase Alternatives, Purchase Decisions and Post-Purchase Behavior.

Digital Marketing

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.(Lucyantoro & Rachmansyah, 2017). Digital marketing also provides greater flexibility, allowing marketers to continuously adjust their products and plans, with social media everyone can reach the desired product information and can make it easier to interact(Rachmadi & Kom, 2020). The digital marketing indicators according to(Baker, 2022)namely Digital Content, Social Media, Search Engine Optimization (SEO), Personalization, Email Marketing and Influencer Marketing.

Product Quality

According to (Kotler & Amstron, 2010) Quality is a characteristic of a product in its ability to meet predetermined and definite needs. Good quality according to the manufacturer is when the product produced by the company is in accordance with the specifications determined by the company. While poor quality is when the product produced does not comply with the specified standard specifications and produces damaged products. (Sigit & Soliha, 2017). Dimensions of product quality perception according to (Tjiptono, 2011) are: Performance, Durability, Conformance to Specifications, Features, Reliability.

Table 1. Journal Mapping

No	Researcher	Research Title	Variables	Research result
1	Eunice Viedy Virginia Lombok, Reitty L. Samadi (2022)	The Influence of Brand Image, Brand Trust and Digital Marketing on Consumer Purchasing Decisions on Emina Products (Case Study on Sam Ratulangi University Students)	Independent: - Brand Image - Brand Trust - Digital Marketing Dependents: - Buying decision	<ul style="list-style-type: none"> • Brand Image has a significant influence on Purchasing Decisions. • Brand Trust has a significant influence on Purchasing Decisions. • Digital Marketing has a significant influence on Purchasing Decisions. • Brand Image, Brand Trust and Digital Marketing together have a significant influence on Purchasing Decisions.
2	Kelvin Bayu Aji, Bernadin Dwi, Heni Nastiti (2021)	Analysis of the Influence of Digital Marketing on Decisions Grabfood Purchase in Kebon Jeruk District	Independent: - Search Engine Marketing - Social Media Marketing - Online Public Relations Dependents: - Buying decision	<ul style="list-style-type: none"> • Search Engine Marketing has a positive and significant influence on Purchasing Decisions. • Social Media Marketing has a positive and significant influence on Purchasing Decisions. • Online Public Relations has a positive and significant influence on Purchasing Decisions.
3	Prisma Miardi Putri, R.A. Marlien (2022)	The Influence of Digital Marketing on Online Purchasing Decisions	Independent: - Digital Marketing - Influencer Marketing - Online Customer Reviews Dependents:	<ul style="list-style-type: none"> • Digital Marketing has a positive and significant influence on Online Purchasing Decisions. • Influencer Marketing has a positive but not significant effect on Online Purchasing Decisions. • Online Customer Reviews has a positive and significant influence on Online Purchasing Decisions.

			- Online Purchasing Decisions	
4	Ahmad Syifaq Mushoffa, Uus Mohammad Darul Fadli (2023)	The Influence of Digital Marketing on Purchasing Decisions at Lawang Coffee	Independent: - <i>Digital Marketing</i> Dependents: - Buying decision	<ul style="list-style-type: none"> • <i>Digital Marketing</i> has a significant influence on Purchasing Decisions.
5	Purwatiningsih, Iwan, Sopyan (2023)	The Influence of Digital Marketing, Customer Satisfaction and Product Quality on Electric Car Purchasing Decisions in Indonesia	Independent: - <i>Digital Marketing</i> - Customer satisfaction - Product Quality Dependents: - Buying decision	<ul style="list-style-type: none"> • <i>Digital Marketing</i> has no influence and is not significant on Purchasing Decisions. • Customer Satisfaction has a significant and influential effect on Purchasing Decisions. • Product quality has no influence and is not significant on purchasing decisions.
6	Onsardi, Sri Ekowati, Ade Tiara Yulinda, Megawati (2022)	The Impact of Digital Marketing, Brand Image and Relationship Marketing on Consumer Purchasing Decisions of Lina MS Glow, Bengkulu City	Independent: - <i>Digital Marketing</i> - <i>Brand Image</i> - <i>Relationship Marketing</i> Dependents: - Buying decision	<ul style="list-style-type: none"> • <i>Digital Marketing</i> has a positive and significant influence on Purchasing Decisions. • <i>Brand Image</i> has a positive and significant influence on Purchasing Decisions. • <i>Relationship Marketing</i> has a positive and significant influence on Purchasing Decisions.
7	Gumilar Tintan Mulyansyah, The Greatest Showman (2021)	The Influence of Social Media Based Digital Marketing on Culinary Purchase Decisions in the G-Walk Surabaya Area	Independent: - <i>Social Media Marketing</i> Dependents: - Buying decision	<ul style="list-style-type: none"> • <i>Social Media Marketing</i> influence purchasing decisions.
8	The film was written by Budi Harto and written by Abdul Rozak.	Belah Doeren's Marketing Strategy Through Digital Marketing on Purchasing Decisions Mediated by Brand Image	Independent: - <i>Digital Marketing</i> Dependents: - Buying decision Moderating: - <i>Brand Image</i>	<ul style="list-style-type: none"> • <i>Digital Marketing</i> has a positive and significant influence on Purchasing Decisions. • <i>Digital Marketing</i> has a positive and significant effect on Brand Image. • <i>Brand Image</i> has a positive and significant influence on Purchasing Decisions. • <i>Digital Marketing</i> has a positive and significant influence on

				Purchasing Decisions and Brand Image (as a moderating variable) can strengthen or increase the influence of the Digital Marketing variable on the Purchasing Decision variable.
9	The film stars Rufaida Setyawati and Suhartono.	Analysis of the Influence of Product Quality and Price on Consumer Purchasing Decisions in Choosing Real Property Through Digital Marketing as an Intervening Variable in Yogyakarta	<p>Independent:</p> <ul style="list-style-type: none"> - Product Quality - Price <p>Dependents:</p> <ul style="list-style-type: none"> - Buying decision <p>Intervening:</p> <ul style="list-style-type: none"> - <i>Digital Marketing</i> 	<ul style="list-style-type: none"> • Product quality has a positive and significant effect on purchasing decisions. • Price has a positive and significant effect on purchasing decisions. • <i>Digital Marketing</i> has a positive and significant influence on Purchasing Decisions. • Product quality has no positive or significant effect on digital marketing. • Price has a positive and significant effect on Digital Marketing. • Product Quality has a direct influence on Purchasing Decisions through Digital Marketing as an intervening variable. • Price has a direct influence on Purchasing Decisions through Digital Marketing as an intervening variable.
10	Lukiyana, Ickral Brilliant Simadewa (2023)	Digital Marketing Moderation Over Influence <i>Product Quality</i> and Fashion Lifestyle towards Thrift Product Purchasing Decisions	<p>Independent:</p> <ul style="list-style-type: none"> - <i>Product Quality</i> - <i>Fashion Lifestyle</i> <p>Dependents:</p> <ul style="list-style-type: none"> - Buying decision <p>Moderating:</p> <ul style="list-style-type: none"> - <i>Digital Marketing</i> 	<ul style="list-style-type: none"> • <i>Product Quality</i> has a positive and significant influence on Purchasing Decisions. • <i>Fashion Lifestyle</i> has a positive and significant influence on Purchasing Decisions. • <i>Digital Marketing</i> has a positive and significant influence on Purchasing Decisions. • <i>Digital Marketing</i> moderates the influence of Product Quality on Purchasing Decisions. • <i>Digital Marketing</i> moderates the influence of Fashion Lifestyle on Purchasing Decisions.
11	Azwar, Nanda Windi Ani, Aqilla Tauhidta Arla Putri (2023)	The Influence of Digital Marketing, Innovation, and Word of Mouth on Purchasing Decisions: A Study on Consumers	<p>Independent:</p> <ul style="list-style-type: none"> - <i>Digital Marketing</i> - Innovation - <i>Word of Mouth</i> 	<ul style="list-style-type: none"> • <i>Digital Marketing, Innovation, and Word of Mouth</i> has a positive and significant influence on the Purchasing Decision variable.

		Klotok Coffee in Yogyakarta	<p>Dependents:</p> <ul style="list-style-type: none"> - Buying decision 	
12	Shinta Nur Alfiyah, Siti Aminah (2023)	The Influence of Digital Marketing, Product Innovation and Brand Image on Purchasing Decisions at the Lewo Factory Coffee Shop, Surabaya	<p>Independent:</p> <ul style="list-style-type: none"> - <i>Digital Marketing</i> - Innovation - <i>Brand Image</i> <p>Dependents:</p> <ul style="list-style-type: none"> - Buying decision 	<ul style="list-style-type: none"> • <i>Digital Marketing</i> has a positive and significant influence on Purchasing Decisions. • Product innovation has a positive and significant influence on purchasing decisions. • <i>Brand Image</i> has a significant influence on Purchasing Decisions.
13	Ni Luh Indiani, Ni Wayan Ari Sudiartini, Ni Komang Ayu Tri Utami	The Influence of Brand Image, Awareness and Trust on Purchasing Decisions Through Digital Marketing on Wholesale Fragrant Incense Products	<p>Independent:</p> <ul style="list-style-type: none"> - <i>Product Quality</i> - <i>Fashion Lifestyle</i> <p>Dependents:</p> <ul style="list-style-type: none"> - Buying decision <p>Intervening:</p> <p><i>Digital Marketing</i></p>	<ul style="list-style-type: none"> • <i>Brand Image</i> has a positive and significant partial influence on Purchasing Decisions through Digital Marketing • <i>Awareness</i> has a positive and significant partial influence on Purchasing Decisions through Digital Marketing • <i>Trust</i> has a positive and significant partial influence on Purchasing Decisions through Digital Marketing • <i>Brand Image, Awareness and Trust</i> have a significant simultaneous influence on Purchasing Decisions through Digital Marketing
14	Alicia Sastra Millennium, I Wayan Suardana, I Made Kusuma Negara	The Influence of Digital Marketing and Brand Awareness on Purchasing Decisions at the Bananaz Bali Bike Rental Startup	<p>Independent:</p> <ul style="list-style-type: none"> - <i>Digital Marketing</i> - <i>Brand Awareness</i> <p>Dependents:</p> <ul style="list-style-type: none"> - Buying decision 	<ul style="list-style-type: none"> • There is a positive and significant relationship between Digital Marketing and Brand Awareness. • There is a negative and insignificant relationship between Digital Marketing and Purchasing Decisions. • There is a positive and significant relationship between Brand Awareness and Purchasing Decisions.
15	Lydia Kusuma Dewi Siregar (2024)	Analysis of the Influence of Digital Marketing on Halal Food Purchase Decisions at Shopee Food's	<p>Independent:</p> <ul style="list-style-type: none"> - <i>Digital Marketing</i> <p>Dependents:</p> <ul style="list-style-type: none"> - Buying decision 	<ul style="list-style-type: none"> • <i>Digital Marketing</i> has a significant influence on purchasing decisions.

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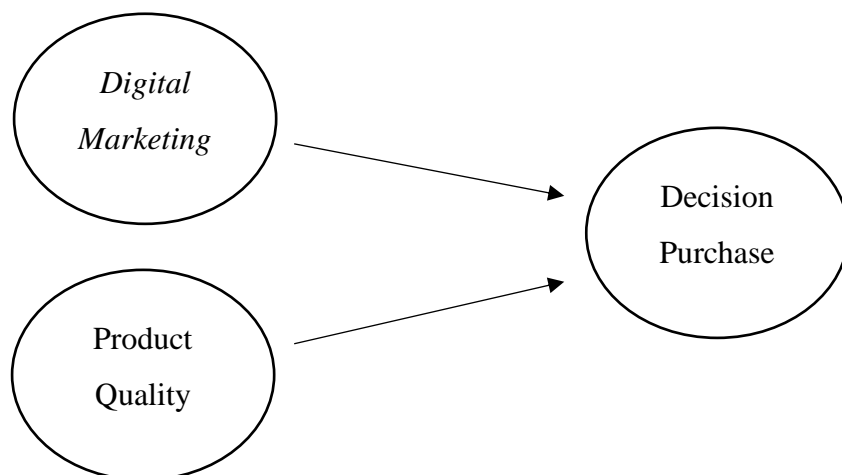


Figure 1. Research Framework

Method

This study uses a literature review method to analyze the influence of digital marketing and product quality on consumer purchasing decisions. Researchers collect various studies and journals relevant to the topic of digital marketing, product quality and consumer purchasing decisions. The literature used includes international journals, scientific articles, books, and research reports from various credible sources. A literature review will be very useful for synthesizing various relevant research results, so that the facts presented to policy makers are more comprehensive and balanced.

Literature review study is used to collect data or synthesis of sources related to research topics from various sources including journals, books, documentation, the internet and libraries. The literature study method is a series of activities related to the method of collecting library data, reading and recording, and managing written materials.

Results and Discussion

This study uses descriptive analysis as an explanation of various journals that have been cited and checked for the truth and authenticity of the data. Based on a literature review of existing journals, it was found that one of the marketing strategies that is quite effective in delivering promotions and attracting a lot of attention is digital marketing and product quality which has an important influence on purchasing decisions.

The Influence of Digital Marketing on Purchasing Decisions

Digital marketing is an action carried out using digital-based media.(Rachmadi & Kom, 2020). The goal is for the marketed product to be delivered quickly to potential consumers and not cost too much, because with digital media it will be much more efficient and effective.(Prasetyowati et al., 2020). Digital marketing is one of the key elements in shaping consumer purchasing decisions. In this digital era, consumers are increasingly looking for product or service information through various online platforms such as social media, websites, and search engines. Thanks to the ease of access to this information, digital marketing plays a significant role in influencing perceptions, interests, and ultimately purchasing decisions.

Based on the above opinion, digital marketing has an effect on purchasing decisions. This is supported by research conducted by (Mushoffa & Fadli, 2023), which states that Digital Marketing has a significant influence on Purchasing Decisions. Other studies also show that Digital Marketing has a significant influence on Purchasing Decisions (Lombok & Samadi, 2022). Therefore, businesses really need marketing through digital marketing to function to run the company's operations much better.

The Influence of Product Quality on Purchasing Decisions

The quality of a product significantly affects the consumer decision-making process in making a purchase. Product quality that meets consumer expectations will provide a stimulus to consumers so that consumers are interested in making a purchase. Product quality has a significant influence on consumer purchasing decisions. This is due to several factors. First, good product quality reflects durability, functionality, and reliability, which provide added value to consumers. Products with high quality are able to meet or even exceed customer expectations, which increases their satisfaction. Second, the perception of quality is also closely related to brand image. Consumers tend to trust brands that are consistent in offering quality products. This trust plays an important role in purchasing decisions, especially for products that are of high value or are often used in the long term. In addition, reviews and recommendations from other consumers are often supporting factors in assessing the quality of a product. If a product gets a lot of positive reviews about its quality, this will encourage potential buyers to choose the product. (Chevalier & Mayzlin, 2006).

Based on the above opinion, product quality will affect purchasing decisions. Supported by research conducted by (Setyawati et al., 2022), which states that Product Quality has a positive and significant effect on Purchasing Decisions. Therefore, product quality is one of the key elements that influence purchasing decisions, because consumers tend to look for products that provide maximum benefits with minimal risk.

Conclusion

Based on literature analysis, this study shows that digital marketing and product quality have a significant influence on consumer purchasing decisions. Using the literature study method, this study identified that digital marketing strategies, such as social media, email marketing, and personalized content, are effective in attracting consumer attention and increasing interest in purchasing. In addition, product quality that meets consumer expectations provides satisfaction and encourages loyalty, thereby strengthening purchasing decisions. Digital marketing plays an important role in creating relevant interactions and experiences for consumers, while product quality is the main factor that increases the value of the product in the eyes of consumers. The combination of these two factors can be an effective strategy for companies to achieve increased sales and customer satisfaction.

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