



The Influence of Digital Marketing and Brand Image on Purchasing Decisions at The Indomobil Plaza Dealer in Indramayu

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Abstract This research aims to determine the extent to which digital marketing and brand image influence purchasing decisions. Employing a quantitative research method, data was gathered using research instruments and analyzed quantitatively and descriptively. A sample of 48 respondents was selected using the Slovin formula. Data analysis was conducted using the SPSS 25 software, which included validity tests, reliability tests, linearity tests, multicollinearity tests, and multiple linear regression analysis (including t-tests and f-tests). The findings indicate that both Digital Marketing (X1) and Brand Image (X2) have a positive and significant impact on Purchasing Decisions (Y) at the Nissan Indramayu car dealership. The hypothesis testing results for the two independent variables on the dependent variable reveal that digital marketing and brand image collectively influence purchasing decisions by 49.4%. The remaining 50.6% is affected by other factors not included in this regression model or by random variables.

Keywords: Brand Image, Digital Marketing, Purchase Decisions

INTRODUCTION

In today's rapidly advancing digital age, digital marketing has become a crucial component of marketing strategies across various industries, including the automotive sector (Romdonny & Maulany, 2020). Technological advancements and the widespread penetration of the internet have significantly altered consumer behavior in terms of seeking information, interacting with brands, and making purchasing decisions. Concurrently, brand image plays a vital role in shaping consumer perceptions of specific products or services. The evolution of digital marketing can be traced back to direct marketing, where businesses aimed to engage with individuals directly through traditional mail. In the digital realm, this practice is referred to as internet marketing, which is rooted in Web 1.0 and facilitates direct communication from organizations to customers (Rosmadi & Romdonny, 2019).

In the realm of automotive sales, the significance of digital marketing and brand perception cannot be overstated in influencing a consumer's buying decision. Dealerships need to adeptly employ digital marketing tactics to connect with potential buyers, fortify brand loyalty, and bolster their brand standing. Yet, there remain several hurdles that need to be surmounted to maximize the efficacy of digital marketing efforts and bolster brand esteem in this sector.

Indomobil Plaza Indramayu was founded in 2011. It was originally located on Jl Panjaitan Indramayu and was still in the form of a shophouse. As time goes by, sales increase and increase so the central party entrusts Indomobil Plaza Indramayu to create a dealer that includes 3S, namely: Sales, Service and Spare Parts (Komalasari & Eka Putri Suryantari, 2021). After the central government entrusted Indomobil Plaza Indramayu to Indomobil Plaza Indramayu, Indomobil Plaza Indramayu finally found a place to become a dealer and found that place in 2013 which was located on Jalan Gatot Subroto and finally Indomobil Plaza Indramayu was established this day. Indomobil

Plaza Indramayu is one of the national automotive companies which is based in Indonesia, one of the main subsidiaries of the Indomobil group with a business focus in the field of sales, repair and supply of spare parts for various vehicle brands, namely: Nissa, KIA, Suzuki, Jaguar Land Rover, VW Audi, Maxus, Hino, Citroen, Harley-Davidson, and Yadea Electric Motorcycle.

In this case, car dealer companies may experience challenges in adopting and integrating digital marketing strategies into their marketing strategy. This could include a lack of understanding of effective digital platforms, a lack of trained resources, or a lack of awareness of the importance of digital marketing (Tambun et al., 2023). Today's consumers tend to seek holistic experiences that unify digital and physical interactions with brands. Car dealers must ensure that the online and offline consumer experiences are well integrated to create a consistent and satisfying consumer experience. A strong brand image can increase consumer trust and influence their purchasing decisions. However, car dealers may face difficulties in building and maintaining a positive brand image amidst intense competition and varying consumer preferences.

By understanding the impact of digital marketing and brand image on purchasing decisions at car dealers and overcoming existing problems, car dealers can increase their competitiveness, expand market share, and increase consumer loyalty.

Digital marketing is becoming increasingly important in company marketing strategies. The development of consumer access to the Internet has brought new challenges and opportunities for the automotive industry, including at Indomobil Plaza Indramayu. Understanding in depth how digital marketing influences brand perception and ultimately influences purchasing decisions is very important to win the competition in an increasingly tight market (Suarantalla, 2023). The automotive industry, especially in the car segment, has experienced a significant transformation in marketing approaches in line with technological advances. Indomobil Plaza Indramayu dealers increasingly rely on digital marketing to reach and interact with potential consumers.

The use of digital platforms such as social media, websites and online campaigns is becoming an integral part of marketing efforts to reach a wider audience. However, to what extent digital marketing contributes to the brand image of Indomobil Plaza Indramayu and how this brand image influences buyer decisions are still questions that need to be answered (Suparman et al., 2023). Considering the importance of buyers' decisions in choosing cars, electric motorbikes and electric bicycles, both from the perspective of functionality and brand value, this research aims to explore the impact of digital marketing and brand image on buyers' decisions at the Indomobil Plaza Indramayu dealer. Through an in-depth understanding of the interactions between these elements, it is hoped that this research can provide valuable insights for the automotive industry, especially the Indomobil Plaza Indramayu dealer, in designing more effective marketing strategies. Thus, this research aims to positively contribute to marketing literature and help stakeholders make better decisions amidst ever-changing market dynamics (Rissa Febrianti & Mochammad Mukti Ali, 2024).

According to the CNBC news website, sales of four-wheeled cars fell in the first 2 months of 2024. Based on data from PT Astra International Tbk, national car wholesale sales fell 22.6% YoY (year of year) from 181,329 units in the same period in the previous year to 140,273 units in January-February. Monthly sales rose 1.5% from January to February 2024, reaching 70,656 units. Toyota + Lexus led wholesale sales with 44,843 units, followed by Daihatsu (29,451 units) and Honda (17,494 units). Mitsubishi Motors and Suzuki recorded 17,240 and 11,130 units respectively. Hyundai and Isuzu recorded 5,431 and 4,595 units, while Wuling had 3,377 units, UD Trucks had 315 units, and Nissan had 207 units. The lowest sales were for Peugeot, which had only 20 units (Nasution et al., 2020).

Based on this data, Nissan is in the second lowest position among competing brands, which

makes us interested in conducting further research to find out whether digital marketing with brand image has an influence on purchasing decisions at Indomobil Plaza Indramayu. Several studies have highlighted the role of digital marketing in influencing consumer behavior and purchasing decisions across various industries. Hanafiah (2023) discussed the challenges car dealer companies face in adopting digital marketing strategies, such as a lack of understanding of effective digital platforms and a shortage of trained resources. Almansour (2022) emphasized the critical role of digital marketing in shaping brand perception and influencing purchasing decisions in the automotive sector. Huang (2022) specifically investigated the impact of digital marketing on brand image and how it affects buyer decisions in the automotive industry. This research aims to fill a gap in the existing literature by specifically focusing on the Indomobil Plaza Indramayu dealership and its use of digital marketing to influence brand image and purchasing decisions. While previous studies have explored the general impact of digital marketing in the automotive industry, this research delves into the unique challenges and opportunities faced by a specific dealership within a competitive market. Additionally, this study aims to comprehensively analyze how digital marketing strategies can be optimized to enhance brand reputation and drive consumer loyalty, addressing the specific context of Indomobil Plaza Indramayu and its diverse range of vehicle brands.

The primary aims of this study are to investigate the impact of digital marketing on the brand image at the Indomobil Plaza Indramayu dealership, explore how brand image influences purchasing decisions among consumers at Indomobil Plaza Indramayu, identify the challenges faced by Indomobil Plaza Indramayu in integrating digital marketing strategies and provide actionable recommendations to overcome these challenges and contribute to the existing marketing literature by offering insights into the effectiveness of digital marketing strategies in the automotive industry, specifically within the context of a prominent Indonesian dealership. Through achieving these aims, this research seeks to provide valuable insights for the automotive industry, particularly for stakeholders at Indomobil Plaza Indramayu, to design more effective marketing strategies and improve consumer engagement in an increasingly digital marketplace.

RESEARCHES METHODS

The type of research used in this research is quantitative research. According to Mangani (2021), quantitative research uses data in the form of numbers in its analysis to produce structured information. And according to Sugiyon, quantitative research methods can be explained as a research approach based on positivism (Yuli & Marpaung, 2021). This science emphasizes that valid knowledge can be measured objectively, and empirical facts can be used to research certain populations or samples. Data was collected using research instruments, and data analysis was carried out in a quantitative or descriptive manner. Quantitative research methods are research with tools for processing data using statistics. Therefore, the data obtained and the results obtained are in the form of numbers. The data obtained is sales data from 2022-2023 distributed through questionnaires and direct observations to companies.

RESULTS AND DISCUSSION

Results

Validity test

The purpose of a validity test is to determine if a questionnaire accurately measures what it intends to measure. It is considered valid if its questions reveal the intended information. A validity test involves comparing the calculated correlation coefficient (r_{count}) with the critical value from the table (r_{table}). If the r_{count} is greater than the r_{table} , the questionnaire is deemed valid; if it is less, it is considered invalid. In this test, with a sample size (n) of 43 and a significance level (α)

of 5%, the critical r table value is 0.3008 (Nafiudin et al., 2021). Each question item is considered valid if its calculated r is greater than 0.3008. The results of the calculations indicate that all items have a calculated r greater than the critical value, with a significance value of less than 0.005, confirming their validity.

If $r_{count} > r_{table}$, then it is declared valid.

If $r_{count} < r_{table}$, then it is declared invalid.

In this test, the sample size (n) is 43, and the significance level (alpha) is 5%, resulting in a critical r table value of 0.3008. Each question item is considered valid if its calculated correlation coefficient (r) exceeds 0.3008. The calculations indicate that all items have a calculated r greater than the critical value, with a significance value of less than 0.005, demonstrating their validity.

Reliability Test

Reliability testing is conducted using Cronbach's Alpha analysis, with a questionnaire deemed reliable if the Cronbach's Alpha value is above 0.60. The calculations indicate that all items' Cronbach's Alpha values exceed this threshold, indicating that all questions related to each variable in the questionnaire are reliable.

Normality test

The normality test employed the Kolmogorov-Smirnov test, yielding a significant value of $0.231 > 0.05$. This result indicates that the standardized residual variable follows a normal distribution, as the significance value exceeds the specified threshold of 0.05.

Linearity Test

The linearity test assesses whether the relationship between variables is significantly linear, typically conducted before correlation or linear regression analysis. In the first equation output, $R^2 = 0.494$, and in the second equation, $R^2 = 0.788$. The next step is to calculate the F value.

$$F_{hit} = \frac{(R_2^2 - R_1^2)/m}{(1 - R_2^2)/(n - k)} = \frac{(0,788 - 0,494)/1}{(1 - 0,788)/(43 - 3)} = \frac{0,294}{0,0053} = 55,47$$

The F table value is $F_{((m,n-k))} = [F]_{((1,4))} = 7.71$

Because the calculated F value (55.47) $>$ F table (7.71), it can be concluded that the correct regression model is a linear model.

Multicollinearity Test

The purpose of the Multicollinearity Test is to assess if there is a strong or perfect correlation among independent variables in a regression model. This test is crucial as high correlations between independent variables can disrupt the relationship between the independent and dependent variables in a multiple linear regression model (Lestari & Saifuddin, 2020). If there is a high correlation between the independent variables, the relationship between the independent and dependent variables will be disrupted. Multiple linear regression analysis seeks to establish relationships among two or more variables, with one variable being dependent on the others (Dharmanto & Rositasari, 2022).

Conclusion: because the R^2 value is high (0.494), the significance value in the F test in the ANOVA table (0.000) and the significance value in the t-test in the Coefficient table is 0.001 and 0.0 , this figure shows less than 0.05 . So it can be said that the model formed has no symptoms of multicollinearity.

Results of Multiple Linear Regression Analysis

In this research, the regression equation is used to determine the relationship between the dependent and independent variables so that the following equation can be found in the research:

$$Y = 1.480 + 0,382 X_1 + 0,819 X_2$$

From the regression equation above, it can be concluded:

- If the values of other variables remain constant, then the purchasing decision (Y) will automatically change by a constant of 1.480.
- If the values of other variables remain constant, then the purchasing decision (Y) will change

by 0.382 for every digital marketing unit (X_1).

- c) If the values of other variables are constant, then the purchasing decision (Y) will change by 0.819 for every brand image unit (X_2).

T-Test Results

If $t \text{ count} > t \text{ table}$ (significant) and vice versa $t \text{ count} < t \text{ table}$, then the result is (not significant). Based on the calculation results, the following results are obtained:

- a) The T-test between digital marketing (X_1) and purchasing decisions (Y) shows that the calculated t is 3.521, while the t table shows that it is 2.021. Because $t \text{ count} > t \text{ table}$ ($3.521 > 2.021$), it can be said that the influence of digital marketing on purchasing decisions is significant. It can also be seen by looking at the probability value, namely 0.001, and this value is smaller than 0.05 (a significant value that has been determined); therefore, it can be interpreted that purchasing decisions can be significantly influenced by digital marketing.
- b) The T-test between brand image (X_2) and purchasing decisions (Y) shows that the calculated t is 4.185 while the t table shows that it is 2.021. Because $t \text{ count} > t \text{ table}$ ($4.185 > 2.021$), it can be said that the influence of brand image on purchasing decisions is significant. It can also be seen by looking at the probability value, namely 0.000, and this value is smaller than 0.05 (a significant value that has been determined); therefore, it can be interpreted that purchasing decisions can be significantly influenced by brand image.

F Test Results

The F-test is used to determine whether each independent variable simultaneously significantly influences the dependent variable.

If $F \text{ count} > F \text{ table}$ (significant) $F \text{ count} < F \text{ table}$, then the result is (not significant).

Based on the calculation results, the following results are obtained:

The calculated F value is 19.553 and sig 0.000 in the F table with a level of 0.05, the number of independent variables ($df1 = 2$) and $43-2-1 = 40$ ($df2 = 40$), it can be seen that the F table value is 3.23. This can be said to be $F \text{ count} > F \text{ table}$ ($19.553 > 3.23$) and $\text{sig} < 0.05$ ($0.000 < 0.05$), which means that digital marketing variables and brand image simultaneously have an influence on purchasing decisions.

Coefficient of Determination R^2

In the output above, it can be seen that the R^2 value is 0.494 or equal to 49.4%. This figure means that the variables Digital Marketing (X_1) and Brand Image (X_2) stimulate (together) the Purchasing Decision variable (Y). amounting to 49.4%, while the remainder is greater ($100\% - 49.4\% = 50.6\%$) and influenced by other variables outside this regression equation or variables that are not accurate.

Discussion

Influence of Digital Marketing (X1) on Purchasing Decisions (Y)

Digital marketing has emerged as a highly effective promotion and marketing method, especially during the COVID-19 pandemic, where many companies have embraced digital marketing strategies. It involves utilizing internet-connected devices to engage with consumers through various digital media, allowing companies to maintain online communication with their target audience (Qiana & Lego, 2021). Social media platforms play a crucial role in this strategy, serving as channels for communication, information dissemination, daily life support, promotions, sales, and social interaction (Sari et al., 2021). The primary advantage of digital marketing lies in its ability to reach a wide market through the Internet. This research focuses on the impact of digital marketing on purchasing decisions at the Nissan Indramayu car dealer, focusing on the dealer's customer base.

Data analysis indicates that digital marketing substantially influences consumer purchasing behavior, creating a dynamic market environment that benefits both marketers and consumers. Marketers find it more convenient to promote products, while consumers can easily access information about the latest Nissan car models and service promotions. To maximize the effectiveness of digital marketing, the Nissan Indramayu dealer utilizes platforms like TikTok, Facebook, YouTube, Instagram, and WhatsApp. The sales staff at the Indramayu Nissan dealer are

responsible for utilizing these platforms to achieve their sales objectives.

Influence of Brand Image (X2) on Purchasing Decisions (Y)

The strong influence of brand image can influence consumer purchasing decisions, making the brand an important consideration in the product or service purchasing process. The reputation of a product or service that is widely known by customers is usually considered good, which means a good brand image will be easily remembered by consumers (Ojha et al., 2023).

The results of the SPSS analysis show that brand image has an influence on purchasing decisions. This shows that the more positive the Nissan brand image, the higher the consumer's purchasing decision to buy a car from that brand. Based on respondents' assessments of the Nissan brand image, it is said to be quite good, but the average respondent's answers differ. These differences can occur due to different perceptions from each respondent. Perception is a process in which information is organized, selected, translated, and incorporated to form a meaningful understanding of the picture of the world. Nissan's brand image is generally considered good, although not all respondents view it positively. This can be seen from the concern given by the Nissan company to consumers who don't care enough, as well as the limited sense of pride when using a Nissan car only as a means of transportation.

This research is in line with research conducted by (Romdonny & Maulany, 2020) and (Liling et al., 2022), which concluded and obtained results that brand image has a significant influence on purchasing decisions

Conclusion

Based on the research findings, it can be concluded that the variables of Digital Marketing and Brand Image have a partially positive and significant impact on purchasing decisions at Nissan Indramayu car dealerships. Simultaneously, Digital Marketing and Brand Image have a positive and significant combined effect on purchasing decisions at the Nissan Indramayu car dealer. The hypothesis testing results indicate that Digital Marketing and Brand Image collectively influence purchasing decisions by 49.4%, with the remaining 50.6% influenced by other variables not included in this regression equation. Recommendations for the dealership and Nissan include maintaining high standards of product and service quality, continuous innovation in promoting Nissan cars through digital media and offering regular car service promotions to attract consumers and promote new products. In digital marketing, there should be a focus on enhancing communication effectiveness with consumers through interactive Q&A sessions to ensure easy access to information about Nissan cars and to create a positive brand image. For future research, it is suggested to explore additional variables such as trust, product quality, service, brand awareness, or other relevant factors, considering that 50.6% of the variance is influenced by factors beyond those explained in this study.

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