

# The Impact of Digital Marketing Strategies, Service Quality, and Social Media Engagement on Consumer Purchasing Decisions within E-commerce Platforms

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## Abstrak

Tujuan penelitian ini adalah untuk mengetahui dan meneliti pengaruh Strategi Pemasaran Digital, Kualitas Layanan, dan Penggunaan Media Sosial terhadap Keputusan Pembelian Konsumen dalam platform e-commerce di Sumbawa, NTB. Populasi dalam penelitian ini adalah seluruh individu di Kabupaten Sumbawa yang telah atau sedang menggunakan platform e-commerce untuk transaksi pembelian. Metode pengambilan sampel menggunakan convenience sampling dengan jumlah 100 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain penelitian eksplanatori, serta analisis data menggunakan Structural Equation Modeling (SEM) dengan pendekatan Partial Least Squares (PLS) melalui perangkat lunak SmartPLS 3.2.9. Hasil uji hipotesis menunjukkan bahwa Strategi Pemasaran Digital (X1) memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen (Y), dibuktikan dengan nilai p-value 0.011 (lebih kecil dari 0.05). Kualitas Layanan (X2) juga terbukti memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen (Y) dengan nilai p-value 0.043 (lebih kecil dari 0.05). Terakhir, Penggunaan Media Sosial (X3) ditemukan memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian Konsumen (Y) dengan nilai p-value 0.042 (lebih kecil dari 0.05). Hasil uji f-square lebih lanjut mengkonfirmasi bahwa ketiga variabel independen tersebut memiliki pengaruh besar, dengan Penggunaan Media Sosial (0.437) menunjukkan dampak yang sangat kuat dibandingkan Strategi Pemasaran Digital (0.359) dan Kualitas Layanan (0.342). Penelitian ini menyimpulkan bahwa optimalisasi strategi pemasaran digital, peningkatan kualitas layanan, dan pemanfaatan media sosial secara efektif adalah faktor kunci dalam mendorong keputusan pembelian konsumen di e-commerce, khususnya di Sumbawa.

**Kata Kunci:** Strategi Pemasaran Digital, Kualitas Layanan, Penggunaan Media Sosial, Keputusan Pembelian Konsumen, E-commerce

## Abstract

*The purpose of this study was to determine and examine the influence of Digital Marketing Strategy, Service Quality, and Social Media Use on Consumer Purchasing Decisions on e-commerce platforms in Sumbawa, NTB. The population in this study were all individuals in Sumbawa Regency who have or are using e-commerce platforms for purchasing transactions. The sampling method used convenience sampling with a total of 100 respondents. The research method used was a quantitative approach with an explanatory research design, and data analysis using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS 3.2.9 software. The results of the hypothesis test showed that Digital Marketing Strategy (X1) had a positive and significant influence on Consumer Purchasing Decisions (Y), as evidenced by a p-value of 0.011 (less than 0.05). Service Quality (X2) was also shown to have a positive and significant influence on Consumer Purchasing Decisions (Y) with a p-value of 0.043 (less than 0.05). Finally, Social Media Usage (X3) was found to have a positive and significant influence on Consumer Purchasing Decisions (Y) with a p-value of 0.042 (less than 0.05). The results of the f-square test further confirmed that the three independent variables had a significant*

*influence, with Social Media Usage (0.437) showing a very strong impact compared to Digital Marketing Strategy (0.359) and Service Quality (0.342). This study concludes that optimizing digital marketing strategies, improving service quality, and utilizing social media effectively are key factors in driving consumer purchasing decisions in e-commerce, especially in Sumbawa.*

**Keywords:** *Digital Marketing Strategy, Service Quality, Social Media Usage, Consumer Purchasing Decisions, E-commerce*

## INTRODUCTION

The development of e-commerce platforms in Indonesia has shown remarkable growth in recent years. According to the e-Conomy SEA 2024 report released by Google, Temasek, and Bain & Company, Indonesia's digital economy Gross Merchandise Value (GMV) is projected to grow by 13% compared to 2023, reaching US\$90 billion, or approximately IDR 1,430 trillion, in 2024. This positions Indonesia as the largest digital market in Southeast Asia. The e-commerce sector is a primary contributor, with an estimated GMV increase of 11% to reach US\$65 billion in the same year. This growth is driven by a rising number of online transactions, which increased by an average of 4.95% throughout 2024, alongside a 6.8% increase in the number of consumers.

In addition to continuously increasing transaction values, the volume of e-commerce transactions in Indonesia is predicted to reach IDR 424 trillion by 2025, according to the Indonesian E-commerce Association (idEA). Key drivers of this growth include wider internet access, massive smartphone penetration, and high social media penetration among the populace, especially younger generations who prefer online shopping due to the convenience and comfort offered. This solidifies Indonesia's position as one of the largest e-commerce markets in Southeast Asia, presenting significant opportunities for digital entrepreneurs and investors.

E-commerce trends in Indonesia also indicate continuous innovation from businesses, such as the optimization of video commerce, omnichannel shopping experiences, and the utilization of the latest digital technologies to enhance consumer appeal and loyalty. However, beyond these opportunities, challenges persist, including increasingly fierce competition, the necessity for technological adaptation, and consumer demands for high service quality. Therefore, digital marketing strategies, service

quality, and social media usage are pivotal factors in winning the competition within this industry.

Consumer purchase decisions on e-commerce platforms result from a complex process influenced by various factors. This decision-making process typically begins with need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. In the e-commerce context, ease of information access, transaction speed, and simplicity in comparing products facilitate consumers' online purchasing decisions.

The factors influencing consumer purchase decisions on e-commerce platforms are diverse, ranging from user experience, product quality, pricing strategies, to user-friendly technological interfaces. A critical evaluation of these factors is essential for businesses to formulate adaptive and resilient strategies in the highly competitive digital marketplace. A deep understanding of consumer behavior and its influencing factors will provide companies with a competitive advantage in winning consumer loyalty.

High internet penetration also significantly impacts consumer decision-making processes. Consumers can now easily search for product information, compare prices, read reviews, and conduct transactions anytime, anywhere. This not only accelerates the decision-making process but also raises consumer expectations regarding the quality of online service and shopping experiences.

The phenomenon of digital marketing strategies influencing purchase decisions on e-commerce platforms is becoming increasingly evident with the advancement of digital technology. Digital marketing strategies, such as social media usage, influencer promotions, discounts, and ease of access, have proven to have a positive and significant impact on consumer purchase decisions. Research by Muhammad Alfarizi, Nur Rohmah, & Safitri Putri Derajat (2025) indicates that ease of access and discounts significantly influence purchasing

decisions on Lazada, while product quality is also a crucial factor in this decision-making. Further research by Chaffey & Ellis-Chadwick (2019) confirms that digital marketing has revolutionized how businesses interact with consumers and is a primary driver of online purchase decisions.

Other studies also find that digital marketing, including the use of various digital channels, AI-driven personalization, and real-time interaction, can enhance the effectiveness of marketing campaigns and encourage consumers to make purchases. Research conducted in Cikarang even shows that 54.5% of the variation in purchasing decisions can be explained by digital marketing factors, underscoring the critical role of this strategy in the e-commerce ecosystem.

Beyond digital marketing strategies, service quality is another crucial factor influencing consumer purchase decisions on e-commerce platforms. Research by Roza Maya Sari (2023) demonstrates that electronic service quality positively and significantly impacts purchasing decisions on Lazada, where good service provides a positive experience and enhances consumer trust in online transactions. Other findings by Adyanto & Santosa (2018) also prove that service quality, brand image, price, and product trust simultaneously and significantly influence purchase decisions in e-commerce services.

International studies by Blut (2016) and Gounaris et al. (2010) reinforce these findings, showing that electronic service quality has a positive impact on customer satisfaction, repurchase intention, and consumer loyalty. System quality, information quality, and service quality are key in creating a satisfying shopping experience and encouraging consumers to make repeat purchases on the same platform. Thus, improving service quality is a vital strategy for boosting purchasing decisions and customer loyalty in e-commerce.

The use of social media as a marketing tool also significantly impacts consumer purchase decisions on e-commerce platforms. Social media serves not only as a promotional vehicle but also as a platform for building trust, providing reviews, and fostering direct interaction with consumers. A study by the Brand and Marketing Institute (BMI) indicates that social media is a primary factor in the purchasing decisions of most Indonesian customers, with consumers trusting

recommendations and reviews found on social media before deciding to buy a product.

Research by Bilal Louail et al. (2024) confirms that social media activity has a significant relationship with purchase decisions, where age and gender differences also influence the level of social media's impact on consumer behavior. Other studies by Lim et al. (2017) and 2023 research findings show that social media influencers drive more than 50% of respondents to make purchases after seeing product promotions by these influencers. This underscores the importance of integrating social media into e-commerce marketing strategies to enhance consumer purchase decisions.

The urgency of conducting this research in Sumbawa, West Nusa Tenggara (NTB), is based on the need to specifically understand the dynamics and challenges faced by local businesses in leveraging e-commerce. Although national e-commerce growth is rapid, e-commerce utilization in Sumbawa still faces various constraints, such as limited access to technology, low digital literacy, and human resource limitations in digital marketing. Research by IAIS Sumbawa (2022) found that most MSMEs in Sumbawa still rely on simple platforms like Facebook for online buying and selling and have not optimally utilized advanced e-commerce features.

Furthermore, empowering MSMEs through training and socialization on e-commerce utilization has been proven to increase local economic absorption and create new job opportunities in Sumbawa. However, the level of digital technology adaptation and the effectiveness of digital marketing strategies, service quality, and social media utilization in this region still need to be examined in more detail to provide relevant and applicable recommendations for the development of the digital economy in Sumbawa.

Therefore, this research is crucial for providing empirical insights into the influence of digital marketing strategies, service quality, and social media usage on consumer purchase decisions on e-commerce platforms in Sumbawa, NTB. The research findings are expected to serve as a reference for local businesses, local governments, and academics in formulating e-commerce development strategies that align with the characteristics and needs of the Sumbawa community, thereby fostering inclusive and sustainable digital economic growth in the region.

## METHOD

This study employs a quantitative approach with an explanatory research design to elucidate and test the causal relationships among variables. This approach was selected for its relevance to the research objective: to analyze the influence of the independent variables Digital Marketing Strategy (X1), Service Quality (X2), and Social Media Use (X3) on the dependent variable, Consumer Purchase Decision (Y), within e-commerce platforms. A quantitative design enables the researcher to generalize findings from the sample to the broader population through statistical hypothesis testing, thereby providing robust empirical evidence on the phenomenon under investigation within the context of digital consumer behavior (Creswell & Creswell, 2018).

The population for this study comprises all individuals in the Sumbawa Regency who have previously used or are currently using e-commerce platforms for purchasing transactions. Given the absence of accurate and detailed secondary data regarding the exact size of this population, it is classified as an infinite population. Consequently, the sampling technique employed is convenience sampling, a form of non-probability sampling. This method was chosen based on practical considerations, namely the ease of access to respondents, time efficiency, and resource constraints in reaching the entire population randomly (Sekaran & Bougie, 2016). Respondents will be selected based on their availability and willingness to participate in the study.

To determine the adequate sample size from an unknown population, this study refers to the guidelines proposed by Paul Leedy. Leedy and Ormrod (2015) suggest that for correlational or causal research aimed at testing the relationship between variables, the sample size used in this study is 100 respondents using the Cochran formula (Creswell and Creswell, 2018), with the following calculation:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

$$n = \frac{(1.645)^2 \cdot 0.5 \cdot (1 - 0.5)}{(0.10)^2}$$

$$n = \frac{2.706025 \cdot 0.25}{0.01}$$

$$n = \frac{0.67650625}{0.01}$$

$$n = 67.65 \text{ (expanded to 100 respondents)}$$

Where:

- a)  $n$  = Minimum sample size required
- b)  $Z$  = Z-score, which is the standard value corresponding to the desired confidence level.
- c)  $p$  = Estimated proportion of the population with certain characteristics.
- d)  $e$  = Margin of error (desired error rate, which in this study is 10%).

The data collection instrument used in this study is a structured online questionnaire. This questionnaire contains a series of statements designed to measure respondents' perceptions of each research variable. The measurement of statement items utilizes a 4-point Likert Scale, ranging from a score of 1 (Strongly Disagree) to 4 (Strongly Agree). This scale is used to measure the indicators of the latent variables: Digital Marketing Strategy, Service Quality, Social Media Use, and Purchase Decision. Prior to its wide distribution, the questionnaire will be tested for validity and reliability through a pilot test conducted on a small number of respondents outside the main sample.

The data analysis technique used to test the research model and hypotheses is Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. The selection of PLS-SEM is based on its predictive orientation, its capability to handle complex models, and its less stringent requirements regarding data normality assumptions, which are often difficult to meet in social science research (Hair et al., 2021). Data analysis will be processed using SmartPLS software version 3.2.9 (Ringle et al., 2015). The analysis process will involve two primary stages: first, the evaluation of the measurement model (outer model) to test for convergent validity, discriminant validity, and composite reliability. Second, the evaluation of the structural model (inner model) to test the significance of the relationships between latent variables and to verify the research hypotheses through the path coefficient values and p-values generated from the bootstrapping procedure.

## RESULT AND DISCUSSION

### Results

## Outer Model Test

According to Hair et al. (2021), the outer model, also known as the measurement model, defines the relationship between a latent variable (construct) and its corresponding indicators within the framework of Partial Least Squares Structural Equation Modeling (PLS-SEM). This model specifically illustrates how each latent variable is operationalized through a set of observed indicators. In essence, the outer model serves as a bridge connecting the theoretical concept (the latent variable) with the empirical data derived from measurable variables.

### 1. Convergent Validity Test

Convergent validity measures how well indicators for the same hidden variable give consistent results. Validity is good when each indicator's AVE is more than 0.5 (Hair et al, 2021). Model estimate using PLS yields:

**Table 1 AVE (Average Variance Ekstrakt)**

Construct Variables	Average Variance Extracted (AVE)	Description
Digital Marketing Strategy (X1)	0.530	Valid
Service Quality (X2)	0.652	Valid
Social Media Use (X3)	0.587	Valid
Consumer Purchase Decision (Y)	0.736	Valid

Source: processed data, 2025

The results presented in Table 1 empirically prove that the entire measurement model in this study has met the validity criteria. This confirms that each construct tested has adequate convergent validity, where all indicators are proven to be consistent in reflecting the latent variables being measured.

### 2. Discriminant Validity Test

Hair et al. (2021) examine discriminant validity using the Heterotrait-Monotrait Ratio of Correlations (HTMT). HTMT compares the average correlation between elements of different variables (heterotrait) to the same variable (monotrait). The HTMT value must be below the specified threshold of 0.90 for models with diverse ideas or 0.85 for models with more closely

related concepts to fulfill discriminant validity. High HTMT values imply that the variables are not sufficiently distinct, indicating that the model structures lack discriminant validity.

**Table 2 HTMT Results**

Variable Konstruk	X1	X2	X3	Y
Digital Marketing Strategy (X1)	-			
Service Quality (X2)	0.667			
Social Media Use (X3)	0.685	0.585		
Consumer Purchase Decision (Y)	0.593	0.707	0.623	-

Source: processed data, 2025

The HTMT test results presented in Table 2 show that all values between each pair of variables are below the threshold of 0.85. This indicates that each variable, namely Digital Marketing Strategy (X1), service quality (X2), social media usage (X3), and consumer purchasing decisions (Y), has adequate discriminant validity. This indicates that each variable in this study can be clearly identified and is not overly correlated, meaning that the constructs in this model are valid and reliable. This ensures that the measurements accurately represent the desired concepts and are not confounded with other concepts.

In addition to testing the HTMT value, the next parameter for testing discriminant validity is to look at the cross-loading value of each construct variable. For more details, see the table below:

**Table 3 Cross-loading value**

	(X1)	(X2)	(X3)	(Y)
X1.1	0.777	0.442	0.433	0.424
X1.2	0.671	0.371	0.275	0.316
X1.3	0.729	0.455	0.355	0.364
X1.4	0.731	0.543	0.506	0.402
X2.1	0.531	0.858	0.556	0.505
X2.2	0.574	0.843	0.567	0.426
X2.3	0.402	0.714	0.522	0.378
X3.1	0.451	0.658	0.696	0.405
X3.2	0.427	0.568	0.871	0.506
X3.3	0.472	0.486	0.796	0.337
X3.4	0.374	0.446	0.736	0.309
X3.5	0.380	0.407	0.720	0.369

Y1	0.426	0.436	0.464	0.850
Y2	0.515	0.542	0.528	0.887
Y3	0.379	0.403	0.298	0.835

Source: processed data, 2025

Based on the test results in Table 3 above, it was found that the cross-loading value for each construct variable was greater than 0.6, so it can be concluded that in this study, each construct variable met the discriminant validity standard.

### 3. Composite Reliability Test

A dependable model possesses a composite reliability rating and Cronbach's alpha exceeding 0.7 (Hair et al., 2021). Refer to the table below for additional details regarding composite reliability and Cronbach's alpha value in this study.

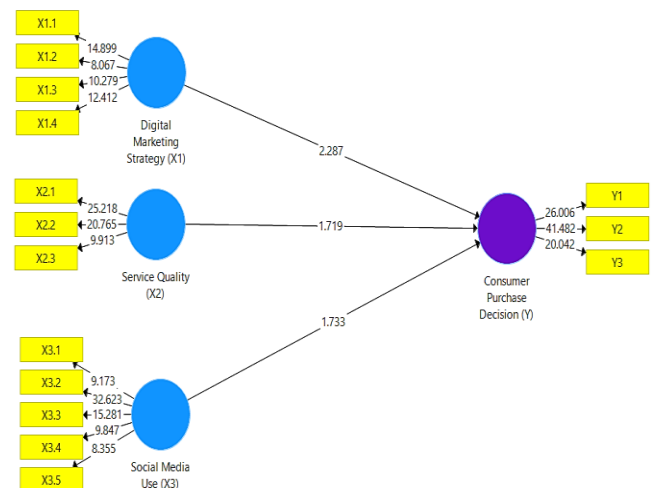
**Table 4 Reliability Test Results**

Construct Variables	Cronbach's Alpha	Composite Reliability
Digital Marketing Strategy (X1)	0.705	0.818
Service Quality (X2)	0.732	0.848
Social Media Use (X3)	0.823	0.876
Consumer Purchase Decision (Y)	0.823	0.893

Source: processed data, 2025

Table 4 presents the results of the Composite Reliability and Cronbach's Alpha tests, demonstrating that all variables are digital marketing approach (X1), service quality (X2), social media usage (X3), and consumer purchase decisions (Y), exceed a value of 0.70. This signifies that the measurement devices for each variable exhibit excellent internal consistency and sufficient dependability. A Composite Reliability rating exceeding 0.70 signifies that the measurement construct is dependable and possesses a high degree of confidence in assessing the desired variable. Cronbach's Alpha values above 0.70 signify that the items within the measuring scale exhibit strong intercorrelations, yielding reliable and stable measurements over time.

### Inner Model Test



**Figure 1 Bootstrapping Test Results**

In Structural Equation Modeling (SEM), the inner model is the link between latent variables, according to Ringle et al. (2015). The pattern of causal linkages between independent and dependent variables allows researchers to test ideas about their influence. Latent variables in the inner model are estimated via indicators rather than measured directly. Testing the inner model in this study involves the following steps:

#### 1. R-Square ( $R^2$ ) Test

Ghozali and Latan (2015) employ R-Square analysis, or the determination test, to determine how much of the dependent variable can be explained by the independent variable in a regression model. In Structural Equation Modeling (SEM), the R-Square value indicates the model's ability to explain latent dependent variable fluctuation. A higher R-Square value suggests that the model can explain most data variability.

**Table 5 R-Square Value**

Construct Variables	R Square	R Square Adjusted
Consumer Purchase Decision (Y)	0.626	0.654

Source: processed data, 2025

The R Square value of 0.626 indicates that 62.6% of the variation in the dependent variable (Consumer Purchase Decision - Y) can be explained by the independent variables used in the model (Digital Marketing Strategy, Service Quality, and Social Media Engagement). The remaining 37.4% is explained by other variables outside the model.



## 2. F-Square (F2) Test

PLS uses F-Square analysis to identify structure's effect on variables. An increasing F-Square value suggests structural contribution, with 0.02 for modest influence, 0.15 for moderate influence, and 0.35 for significant influence (Hair et al., 2021). Table 5 shows how each component affects each F-Square variable in this study.

**Table 6 F-Square Value**

Construct Variables	Consumer Purchase Decision (Y)
Digital Marketing Strategy (X1)	0.359
Service Quality (X2)	0.342
Social Media Use (X3)	0.437

Source: processed data, 2025

The f2 value analysis indicates that all three independent factors significantly influence consumer purchase decisions in e-commerce. Digital Marketing Strategy (X1) exhibits a f2 value of 0.359, while Service Quality (X2) has a f2 value of 0.342, both indicating a substantial influence, highlighting the significance of online marketing initiatives and superior service in facilitating transactions. Social Media Usage (X3), with a f2 value of 0.437, demonstrates a strong impact, affirming the essential importance of social media as the principal factor influencing consumer purchasing decisions. Consequently, it can be inferred that Digital Marketing Strategy, Service Quality, and Social Media Usage collectively impact customer purchase decisions on e-commerce platforms.

## 3. Goodness of Fit (GoF) Test

The Goodness of Fit (GoF) model evaluates research model fit and usefulness. Low GoF scores are 0.1, moderate values are 0.25, and high values are 0.38 (Hair et al. 2021). This assessment evaluates how well the model matches data.

**Table 7 Goodness of Fit (GoF) value**

Construct Variables	Communality	AVE
Digital Marketing Strategy (X1)	0.220	-

Service Quality (X2)	0.318	-
Social Media Use (X3)	0.373	-
Consumer Purchase Decision (Y)	0.449	0.626
<b>Average</b>	<b>0.340</b>	<b>-</b>

Source: processed data, 2025

The data presented in Table 7 indicates that the average Communality value is 0.340, and the R-square value is 0.626. Consequently, the GoF value is computed as follows:

$$\begin{aligned} \text{GoF} &= \sqrt{R^2 \times \text{Comm}} \\ \text{GoF} &= \sqrt{(0.626 \times 0.340)} \\ \text{GoF} &= \sqrt{0.21284} \\ \text{GoF} &= 0.461 \end{aligned}$$

This study reveals a Goodness of Fit (GoF) value of 0.461, signifying a good degree of model appropriateness and validity. Consequently, it may be inferred that this study model is appropriate for the existing data.

## 4. Hypothesis Test (Bootstrapping)

Ringle et al. (2015) define hypothesis testing as testing a statement or assumption about a research model's variable relationships. Hypothesis testing in Structural Equation Modelling (SEM) uses route coefficient values to determine latent variable relationships' strength and direction. For hypothesis testing, a t-statistic value greater than 1.64 ( $p < 0.05$ ) indicates significance and acceptance. If the t-statistic is below 1.64, the hypothesis fails. Thus, hypothesis testing is crucial to establishing whether the research relationships are statistically significant. For clarification, Table 8 shows this study's hypothesis testing results:

**Table 8 Hypothesis Result**

Hypothesis	Original Sample	T-Value	P-Value
(X1) -> (Y)	0.253	2.287	0.011
(X2) -> (Y)	0.243	1.719	0.043
(X3) -> (Y)	0.213	1.733	0.042

Source: processed data, 2025

The findings from the hypothesis testing presented in Table 8 indicate that the Path Coefficients in PLS Bootstrapping can be interpreted as follows:

- Digital Marketing Strategy (X1) has a positive and significant influence on

Consumer Purchasing Decisions (Y). This is evidenced by the Original Sample value of 0.253, the T-Value value of 2.287, and the p-value of 0.011. Because the p-value (0.011) is smaller than the significance level of 0.05, the hypothesis stating the influence of Digital Marketing Strategy is accepted. This finding indicates that the more effective the digital marketing strategy implemented, the higher the likelihood that consumers will make purchasing decisions.

- b. Furthermore, Service Quality (X2) is also proven to have a positive and significant influence on Consumer Purchasing Decisions (Y). With an Original Sample value of 0.243, a T-Value of 1.719, and a p-value of 0.043, these results support the hypothesis. The p-value of 0.043 which is less than 0.05 indicates that increasing the quality of service provided by the e-commerce platform will significantly encourage consumers to decide to make a purchase.
- c. Finally, Social Media Usage (X3) was found to have a positive and significant influence on Consumer Purchasing Decisions (Y). The test results showed an Original Sample value of 0.213, T-Value of 1.733, and p-value of 0.042. The p-value of 0.042 which is smaller than 0.05 confirms that consumer engagement through social media has an important and significant role in shaping their purchasing decisions. This highlights that activities and interactions on social media can be a powerful catalyst in the consumer purchasing process in e-commerce.

## Discussion

1. Digital Marketing Strategy (X1) has a positive and significant influence on Consumer Purchasing Decisions (Y)

The results of this study indicate that digital marketing strategies has a positive and significant influence on consumer purchasing decisions (Y) in the Sumbawa community. This finding indicates that the more optimal the implementation of digital marketing strategies by business actors in Sumbawa, the higher the tendency of people to purchase products through e-

commerce platforms. This can be seen from the effectiveness of digital promotions, the use of social media, and the ease of access to product information that can increase consumer interest and trust in transacting online.

Specifically in the Sumbawa community, effective digital marketing strategies such as promotions through social media, discount offers, and the presentation of interesting content have succeeded in attracting the attention of local consumers and encouraging them to make purchasing decisions. Other factors that strengthen this influence are the increasing digital literacy of the Sumbawa community, as well as the increasing use of smartphones and internet access in the area. Thus, business actors in Sumbawa who are able to optimally utilize digital marketing strategies will have a greater opportunity to increase sales volume and expand market share in the e-commerce realm.

The results of this study are also in line with several recent studies that support similar findings in Sumbawa and other regions in Indonesia. Nuryani's (2025) research in Sumbawa Regency found that digital marketing had a positive and significant effect on purchasing decisions for skincare products on e-commerce. Strategies such as promotions on social media and discount offers have proven effective in encouraging consumers to make purchases, in addition to brand image and product quality factors.

Then, research by Cahyono and Rizqi (2024) on students at the Sumbawa University of Technology also showed that digital marketing has a significant impact on online buying interest. Digital marketing practices including the use of social media, email marketing, SEO, and online advertising can increase consumers' tendency to shop online, indicating the importance of digital marketing strategies in shaping the purchasing behavior of the Sumbawa community. Furthermore, research conducted in Sumbawa City by the DMS Journal research team (2024) confirmed that digital marketing has a positive and significant effect on purchasing decisions for users of the Shopee e-commerce application. Attractive



promotions on social media and applications, as well as easy access to product information, have proven effective in increasing the trust and purchasing interest of the Sumbawa community in products marketed digitally. These three studies strengthen the empirical evidence that digital marketing strategies are a key factor in influencing consumer purchasing decisions in Sumbawa. These findings provide recommendations for local business actors to continue to develop and optimize digital marketing strategies in order to compete effectively in the digital economy era.

2. Service Quality (X2) has a positive and significant influence on Consumer Purchasing Decisions (Y)

The results of this study confirm that service quality has a positive and significant influence on consumer purchasing decisions (Y) in the Sumbawa community. In particular, consumers in Sumbawa pay close attention to service aspects such as friendliness, speed, clarity of information, and ease of transaction processes. Good service not only encourages consumers to make their first purchase, but also increases the likelihood of repeat purchases and loyalty to a brand or store. In the context of increasingly tight business competition, business actors in Sumbawa who are able to provide excellent service will find it easier to win the hearts of local consumers.

This phenomenon is also reflected in consumer behavior in various business sectors in Sumbawa. Consumers tend to choose shops, minimarkets, or culinary businesses that provide responsive and professional services. For example, in the modern retail sector and culinary businesses, service quality is the main consideration before consumers decide to buy a product or use a service. This shows that improving service quality can be an effective strategy for business actors in Sumbawa to increase purchasing decisions and retain customers amidst increasingly dynamic market competition.

This finding is reinforced by several recent studies in Sumbawa and its surroundings. namely, research by Baskara, Sudodo, and

Fitroh (2022) at the Indomaret Sumbawa Besar Minimarket proved that the service variable has the most significant influence on purchasing decisions compared to the price variable, with a contribution of 41.3%. Good service has been proven to be the main factor influencing consumers in determining purchasing decisions at the minimarket. Furthermore, research by Khairiyanov and Sugiarto (2025) in their research on the Seblak Dapuraos business in Sumbawa found that service quality has a positive and significant effect on repurchase decisions. Consumers tend to consider service quality before deciding to buy again, so good service quality is a key aspect in increasing customer purchasing decisions. Then, Asraini (2019) through research at PT. Nusantara Surya Sakti Sumbawa also showed that service quality has a positive and significant effect on purchasing decisions for automotive products. Consumers consider friendly, fast, and informative service as the main factors in determining the purchase of motor vehicle products in Sumbawa. The better the service provided, the higher the positive perception of consumers towards the company and the tendency to buy products from that company. Based on the results of the study, it can be concluded that service quality is a key factor in influencing consumer purchasing decisions in Sumbawa. Business actors in Sumbawa need to continue to improve service standards in order to retain and attract more consumers amidst increasingly competitive business competition.

3. Social Media Usage (X3) has a positive and significant influence on Consumer Purchasing Decisions (Y)

The results of this study prove that the use of social media has a positive and significant effect on consumer purchasing decisions (Y) in the Sumbawa community. Specifically, the Sumbawa community is increasingly actively using social media such as Instagram, Facebook, and WhatsApp as the main source of product information, a place to find reviews, and a means of direct interaction with sellers. This phenomenon can be seen from the tendency of Sumbawa consumers who are more trusting of recommendations,

testimonials, and promotional content that they find on social media before deciding to make a purchase. In addition, easy access to information, interactive promotions, and the presence of local influencers also strengthen the influence of social media in shaping the purchasing decisions of the Sumbawa community.

The positive influence of social media on purchasing decisions in Sumbawa is also due to the high penetration of the internet and smartphones, which allows consumers to always be connected to various digital platforms. Consumers in Sumbawa are now more responsive to digital marketing campaigns that are creatively packaged on social media, such as flash sales, giveaways, and endorsements by public figures. This encourages local business actors to be more active in using social media as a means of promotion and communication with consumers, so that they can increase customer trust and loyalty.

This finding is in line with various recent studies outside Sumbawa which also confirm the significant influence of social media use on consumer purchasing decisions. First, research by Sprout Social (2024) found that nearly 49% of global consumers make a purchase at least once a month because they are influenced by influencer posts on social media, and 30% of consumers said their level of trust in influencers has increased in the past six months. Furthermore, a study by SCIRP (2025) revealed that 70% of consumers are influenced by social media in making purchasing decisions, and 54% of consumers actively search for product information on social media before purchasing, indicating that social media is a primary source of product information and recommendations. Then, research by Brown and Williams (2021) in the Journal of Marketing Research showed that brand presence and active interaction on social media significantly increase the likelihood of consumers making purchases, especially in young age groups who are highly connected to the digital world.

## CONCLUSION

Based on the discussion of the research "The Impact of Digital Marketing Strategies, Service Quality, and Social Media Engagement on Consumer Purchasing Decisions within E-commerce Platforms" several conclusions can be drawn as follows:

1. Digital Marketing Strategy (X1) is proven to significantly drive purchasing decisions. This indicates that optimizing digital promotions, using social media for marketing, and easy access to product information are very effective in attracting interest and increasing consumer confidence in online transactions, especially in Sumbawa.
2. Service Quality (X2) also has a positive and significant influence on consumer purchasing decisions. Aspects such as friendliness, speed of response, clarity of information, and ease of transaction processes are the main considerations for consumers and contribute to repeat purchases and customer loyalty.
3. Use of Social Media (X3) shows the strongest and most significant influence on consumer purchasing decisions. The people of Sumbawa rely heavily on social media as the main source of product information, reviews, and direct interaction with sellers. The high penetration of the internet and smartphones strengthens the impact of social media in shaping purchasing decisions through interactive promotions and the influence of influencers.

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