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The impact of digital marketing and marketing psychology on amanda sweet kokona UMKM product purchase decisions in the city of Bandung

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ABSTRACT

A descriptive quantitative research methodology was adopted. All of the students in the city of Bandung were the sampled population for this study. All students in the city of Bandung were randomly selected as part of the sampling procedure for this study. Multiple linear regression analysis with a significance threshold of 5% or 0.05 was the technique used for data analysis. The SPSS ver. 25 programs were used to analyze the whole investigation. With a significance value of 0.323> 0.05, a t-count value of 0.994 t>, and a t-table value of 1.664, it was demonstrated in this study that marketing psychology variables did not substantially affect purchasing decisions for items Amanda Sweet Kokona Drinking Chocolate in Bandung City.

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INTRODUCTION

The pace of time is really rapid. The advancement of human knowledge and technology is continuing in the same manner. Human needs that must be met must be addressed along with the demands for human needs that must be met. A human being must, of course, possess the capacity, knowledge, expertise, and intelligence necessary to be able to adapt to the changes that take place in order to deal with this circumstance.

Companies have demands in developing the correct strategy for the development of the business sector due to the intense competition they face. Companies continue to develop a variety of techniques to get a competitive edge and satisfy customer needs. Corporate-level strategy is distinct from business strategy. The issue can be described is What impact does marketing psychology have on Bandung consumers' decisions to purchase Amanda Sweet Kokona goods?, What impact does digital marketing have on customers in Bandung choosing to purchase Amanda Sweet Kokona products and What influence do marketing psychology and internet marketing have on Bandung consumers' choices to purchase Amanda Sweet Kokona goods?

This study has 3 variables including 2 independent variables (X) Marketing Psychology (X1) and Digital Marketing (X2), as well as 1 dependent variable (Y) Purchase Decision (Y1). Each of these variables has its own indicators, as in Marketing Psychology (X1) which has

5 indicators, namely motivation, perception, learning, beliefs and attitudes, Digital Marketing (X2) has 6 indicators, namely accessibility, interactivity, entertainment, trust, aggravation, and informative . Purchase Decision (Y) has 6 indicators, namely product choice, brand choice, dealer choice, purchase time, purchase amount, payment method. The arrangement of thoughts in this study is partial and simultaneous. Ho: In the city of Bandung, shopping decisions for Amanda Sweet Kokona items are influenced by marketing psychology, H1: Amanda Sweet Kokona's decision to buy merchandise in the city of Bandung was influenced by digital marketing, H2: In the city of Bandung, consumers' decisions to buy Amanda Sweet Kokona items are influenced by marketing psychology and digital marketing.

RESEARCH METHOD

In this study, an associative research approach was employed to determine the degree to which variable X, an independent variable made up of Marketing Psychology (X1) and Digital Marketing (X2), partially or concurrently influenced variable Y, the dependent variable, which was purchasing decisions.

The marketing strategies used by Amanda Sweet Kokona Drinking Chocolate in Bandung are the topic of this type of study. The main objective of the study is to provide suggestions for implementing marketing strategies that affect consumers' purchase decisions. This study aims to investigate the effects of marketing psychology and digital marketing strategy on Amanda Sweet Kokona's drinking chocolate product purchase decisions in the City of Bandung.

Data and Data Sources

The type of data used in this study was primary data. Primary data is a source of information that provides information directly to data gatherers, according to Sugiyono (2019: 194). The primary technique of data collection was having Bandung residents who were chosen at random to complete surveys.

Population and Research Sample

Students from universities in the city of Bandung are the study's participants. At least 30 people decide on the sample size. Since Sugiyono (2012) recommended that a good sample size for study is between 30 and 500, but that the size of the population is unclear, this figure was chosen. In this experiment, 100 participants served as samples.

Data collection strategy

Both interviews and questionnaires were used in this study to collect data.

Research Instruments

Each statement's measurements are graded on a 5-point Likert scale. Researchers use the Likert scale to gauge a subject's perspective or attitude.

Instrument Validity Test

Statistical Package for Social Science and Microsoft Office Excel are used to compute this validity test (SPSS). When findings are received, the 90 percent confidence interval, or = 0.1, with dk = n-2 (dk = 25-2 = 23), should be referred to. In terms of Product Moment value, this is equivalent to 0.336. If the object is determined to be either valid or fake, as the case may be.

Operational Variable

In this study, the variables included the dependent variable, Purchase Decision, and two independent variables, Marketing Psychology (X1) and Digital Marketing (X2) (Y). Each variable's explanation is given below:

- Variable X1 Marketing Psychology
  The instrument used is Marketing Psychology . is a marketing strategy with the integration of psychology and human behavior in the process.
- Variable X2 Digital Marketing
  The instrument used is Digital Marketing, which is a marketing strategy / activity using digital media or the internet.
- Purchase Decision Variable Y The tool utilized is a purchasing decision collected from a random sample of all Bandung students.

Data analysis technique

In this case, the data processing methods used by the researchers were quantitative. This knowledge was attained by the statistical, mathematical, and numerical analysis of data obtained from questionnaires and surveys as well as through the computer-based manipulation of previously collected statistical data.

Validity test

This validity test is used to determine whether or not a questionnaire is valid.

Reliability Test

The reliability test was run to determine how consistent the research's findings were when it was repeated. Using questions that have undergone validity and reliability testing, this reliability test was administered to 100 students in Bandung.

Classic assumption test

The traditional assumption test was used to demonstrate that the tests had satisfied the requirements for heteroscedasticity, multicollinearity, data normality, and autocorrelation so that the tests could be executed using linear regression analysis.

Normality test

One method to determine whether the data distribution is normal is to use the non-parametric Kolmogorov-Smirnov (K-S) statistical test. If the probability value is more than 0.05, the table suggests that the data is normally distributed; conversely, if the probability value is less than 0.05, the opposite is true. 2018 (Ghozali)

Multicollinearity Test

By keeping an eye on the Variance Inflation Factor (VIF) and Tolerance values, multicollinearity can be found. The VIF maximum is 10 and the tolerance value is 0.1. Multicollinearity happens when the VIF value is higher than 10 and the Tolerance value is lower than 0.1.

Heteroscedasticity Test

The absolute value of the residuals is regressed on the independent variables in Glejser's analysis. It can be concluded that there is no heteroscedasticity in the regression model when the significance probability is greater than the level of confidence with a 95% confidence interval.

DW Autocorrelation Test (Durbin Watson)

Testing methods comparing the D-W numbers to the values in the Durbin-Watson table:

A. If DU < DW < 4-DU then Ho is accepted, meaning that there is no autocorrelation.
B. If DU < DL> 4-DL then Ho is rejected, meaning that there is autocorrelation
C. If DL < DW < DU or 4-DU < DW < 4-DL, it means that there is no certainty or definite conclusion.

Multiple Linear Regression Analysis

In this study, X1 and X2's effects on Y were assessed using multiple linear regression tests. The SPSS Version 25 computer application was used to aid in the determination of simple regression analysis in this investigation.

Analysis of the Determination Coefficient

Finding out the degree of attachment or proximity between variables—between the independent factors (Marketing Psychology and Digital Marketing) and the dependent variable (Purchasing Decision—enables testing the coefficient of determination. The following formula must be used to calculate: Kd = r 2 x 100 percent

Hypothesis testing

Partial Test (T Test)

To find out whether the independent variable only has a small impact on the dependent variable, apply the T test. The statistical program SPSS Version 25 was used to aid in the testing of hypotheses in this investigation.

Simultaneous Test (Test F)

The F statistical test essentially demonstrates whether each independent variable in the model has a combined impact on the dependent variable.

RESULTS AND DISCUSSION

In processing the data using the questionnaire method, the researcher gave several questions consisting of 5 questions for the Marketing Psychology variable (X1), 6 questions for the Digital Marketing variable (X2), and 6 questions for the Purchase Decision variable (Y). This questionnaire / questionnaire was distributed to 100 respondents / samples who were students in the city of Bandung.

Validity test

When the coefficient value of the r count > r table is, then the test findings can be deemed to be valid (0.361). The outcomes of validity tests performed using the SPSS version 25 program are as follows:

Table 1. Validity Test

Indicator	r Count	r Table	Information
X1.1	0.779	0.361	Valid
X1.2	0.811	0.361	Valid
X1.3	0.666	0.361	Valid
X1.4	0.715	0.361	Valid
X1.5	0.678	0.361	Valid
X2.1	0.680	0.361	Valid
X2.2	0.668	0.361	Valid
X2.3	0.725	0.361	Valid
X2.4	0.705	0.361	Valid
X2.5	0.615	0.361	Valid
X2.6	0.651	0.361	Valid
Y.1	0.557	0.361	Valid
Y.2	0.580	0.361	Valid
Y.3	0.623	0.361	Valid
Y.4	0.640	0.361	Valid
Y.5	0.550	0.361	Valid

Y.6	0.693	0.361	Valid

According to the following table, all of the questionnaire's questions for the variables X1, X2, and Y, namely marketing psychology, digital marketing, and purchase decisions, have r values that are bigger than r tables, making them all legitimate and satisfying the size function.

Reliability Test

When the test findings attain a minimum score of 0.60, they are considered to be reliable. The outcomes of reliability testing for each variable using the SPSS version 25 program are as follows:

Table 2. Reliability Test

NO	Variable	r_{alpha}	$r_{critical}$	Criteria
1	Psikologi Marketing	0,785	0,600	Reliabel
2	Digital Marketing	0,753	0,600	Reliabel
3	Purchase Decision	0,652	0,600	Reliabel

The Marketing Psychology variable reliability test (X1), Digital Marketing variable reliability test (X2), and Purchase Decision variable reliability test (Y) results on these variables are all deemed trustworthy, as can be seen from the table above.

Normality Test

Table 3. Normality Test

N			100
Normal Parameters [a,b]	Mean		.0000000
	Std Deviation		2.24331349
Most Extreme Differences	Absolute		.079
	Positive		.079
	Negative		-.079
Test Statistic	Purchase Decision		.079
Asymp.Sig.(2-tailed)	Purchase Decision		.126[0]

The probability value is 0.126>0.05, as can be seen from the test results above. Thus, it may be said that each variable's data is regularly distributed.

Multicollinearity Test

The VIF maximum is 10 and the tolerance value is 0.1. Multicollinearity arises when The VIF maximum is 10 and the tolerance value is 0.1. Multicollinearity arises when the VIF value exceeds 10 and the Tolerance value is less than 0.1.

Table 4. Multicollinearity Test

Model	Unstandarized B	Coefficients Std. Error	Standarized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistic VIF
1. (Constant)	10.739	1.504		7.140	.000		
Psikologi Marketing	.111	.112	-.090	.994	.323	.492	2.034
Digotal Marketing	.419	.094	-.009	.4.438	.000	.492	2.034

It is evident from the test results above that the VIF value is 2,034 10 and that each independent variable's tolerance value is 0.492>0.1. Therefore, it can be said that neither multicollinearity nor a correlation between the independent variables were discovered.

Heteroscedasticity Test

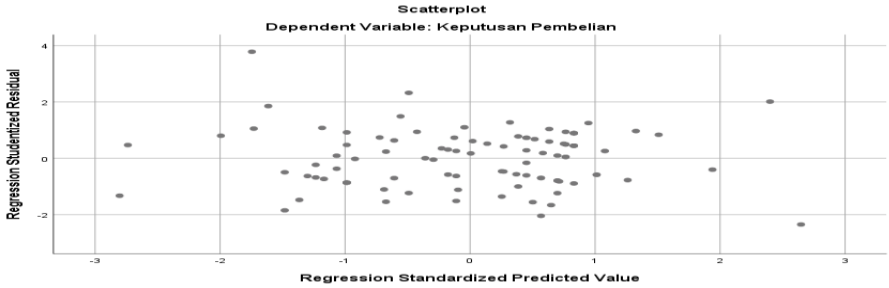

Figure 1. Heteroscedasticity test

Table 5. Heteroskedasticity Test

Model	Unstandarized B	Coefficients Std. Error	Standarized Coefficients Beta	t	Sig.
1. (Constant)	2.567	.859		2.988	.004
Psikologi Marketing	-.040	.064	-.090	-.622	.535
Digital Marketing	-.003	.054	-.009	-.060	.952

Based on the graphic method of a scatter plot and the outcomes of the aforementioned heteroscedasticity test. To ensure that there are no heteroscedasticity violations in the resulting linear regression model, the graph produces an asymmetrical dot pattern and is spread above and below zero (0).

The Glejser test, which generated a significance value of > 0.05, confirmed the outcomes of the aforementioned heteroscedasticity test. Therefore, it may be said that neither of these two variables exhibits heteroscedasticity.

DW Autocorrelation Test (Durbin Watson)

Table 6. DW Autocorrelation Test (Durbin Watson)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
1	.601[a]	.361	.348	2.266	1.945

Based on the results of the aforementioned computations, the conclusions are dU DW 4 - dU. As a result, it is evident that Ho is accepted, proving that autocorrelation is not present.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analisis

Model	Unstandarized B	Coefficients Std. Error	Standarized Coefficients Beta	t	Sig.
1. (Constant)	10.379	1.504		7.140	.000
Psikologi Marketing	.111	.112	.115	.994	.323
Digital Marketing	.418	.094	.514	4.438	.000

The results of the analysis produced values of 10.739, 0.111, and 0.418. These results allow for the creation of the equation displayed below:

$$Y = a + b_1.x_1 + b_2.x_2$$

$$Y= 10{,}739 + 0.111X_1 + 0{,}418X_2$$

Each tested variable can be understood as follows in light of the outcomes of the equation for linear regression analysis given above:

a. The a value is 10.739, which is a constant or state value when the Marketing Psychology variable (X1) and the Digital Marketing variable have not had an impact on the Purchase Decision variable (Y) (X2). The customer purchase choice variable won't change if the independent variable doesn't exist.
b. Variable b1 is 0.111, indicating that the Marketing Psychology variable has a positive influence on the Consumer Purchase Decision variable. Assuming that other variables are not taken into account in this study, this means that each increase in the Marketing Psychology variable unit will affect the Purchase Decision by 0.111.
c. According to variable b2, which is 0.418, the consumer Digital Marketing variable has a positive influence on the consumer Purchase Decision variable. Assuming other variables are not taken into account in this study, this means that each increase in the consumer Digital Marketing variable unit will affect the Purchase Decision by 0.418..

Analysis of the Coefficient of Determination

Table 8. Analysis of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601[a]	.361	.348	2.266

Based on the results of the analysis of the coefficient of determination stated above, R square (R2) is 0.361 to 36.1 percent. The Purchase Decision variable at Amanda Sweet Kokona Drinking Chocolate is thus influenced by two independent factors, Marketing Psychology and Digital Marketing, to the tune of 36.1 percent, with variables that have not been researched accounting for the other 63.9 percent.

Partial Test (T Test)

Table 9. Partial Test (T Test)

Model	Unstandarized B	Coefficients Std. Error	Standarized Coefficients Beta	t	Sig.
(Constant)	10.739	1.504		7.140	.000
Psikologi Marketing	.111	.112	.115	.994	.323
Digital Marketing	.418	.094	.514	4.438	.000

Variable X1 to Y

Based on the above-mentioned test results, the partial t test results indicate that Ho is accepted since the influence of marketing psychology (X1) on purchase decisions (Y) has a significant value of 0.323 and a t count value of 0.994 t table value of 1.664. This indicates that the Purchase Decision variable is not significantly influenced by the Marketing Psychology variable.

Variable X2 to Y

The effect of digital marketing (X2) on purchase decisions (Y) has a significant value of 0.000, according to the findings of the t (partial) test, and H2 is acceptable because the computed t value is 4.438 > t table value of 1.664. This indicates that the Purchase Decision variable is significantly impacted by the Digital Marketing variable.

Simultaneous Test (Test F)

Table 10. Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	281.787	2	140.893	27.431	.000[b]
Residual	498.213	97	5.136		
Total	780.000	99			

The F test results (simultaneous) indicate that the significant value for the influence of Marketing Psychology (X1), Digital Marketing (X2), and Purchase Decision (Y) is 0.000 0> based on the test findings above. Table 3, row 9. This demonstrates how the dependent variable of purchase decisions is simultaneously impacted by all the independent factors of marketing psychology and digital marketing.

The Impact of Marketing Psychology on Product Purchase Decisions Chocolate-drinking Amanda Sweet Kokona in Bandung

The marketing psychology variable shows an indication (X1). The findings of multiple linear regression analysis show that the values of 0.323 > 0.05 and t count value 0.994 add up to 1.664. It is quite clear from the test results that Ho is unacceptable. This shows that the Purchase Decision variable is not significantly impacted by the Marketing Psychology variable.

The Impact of Digital Marketing on Product Purchase Decisions Chocolate-drinking Amanda Sweet Kokona in Bandung

Multiple linear regression analysis reveals that the marketing psychology variable (X1) has a sig. 0.000 0>, according to the results. 1.664 is the t-table value. It is clear from the test findings that H2 is acceptable. This indicates that the Purchase Decision variable is influenced by the Digital Marketing variable.

Effects of Marketing Psychology and Digital Marketing on Product Purchase Decisions in Bandung City

The significance value for the influence of marketing psychology (X1), digital marketing (X2), and purchase decision (Y) is 0.000 0> Ftable 3.09, according to the findings of the f (partial) test. This demonstrates how the dependent variable of purchase decisions is simultaneously impacted by all the independent factors of marketing psychology and digital marketing.

CONCLUSION

According to the findings of the comprehensive research analysis, it can be said: the outcome of the hypothesis test demonstrates that the marketing psychology variable (X1) has no bearing on the decisions made by consumers on what products to buy. Using the test data, Amanda Sweet Kokona's drinking chocolate produced a t-count value of 0.994 and a t-table value of 1,664. This shows that the Purchase Decision variable is not significantly impacted by the Marketing Psychology variable. Marketing psychology as used by Amanda Sweet Kokona Little effect is had by drinking chocolate on customer choices to purchase the goods it advertises, with test evidence reaching a t count value of 4.438 > t table value of 1.664, the findings of the hypothesis test demonstrate that digital marketing, which is a variable (X2), has an impact on purchasing decisions for Amanda Sweet Kokona Drinking Chocolate items. This indicates that the Purchase Decision variable is significantly impacted by the Digital Marketing variable. The existence of Amanda Sweet Kokona's use of digital marketing has a considerable impact on consumers' decisions to purchase the things it promotes, the hypothesis test results show that the two independent variables, marketing psychology (X1) and digital marketing (X2), are both having an impact at the same time. This is supported by test evidence, which obtained a count of 27.431 > Ftable 3.09. This demonstrates how the dependent variable of purchase decisions is simultaneously impacted by all the independent factors of marketing psychology and digital marketing.

According to research findings, marketing psychology has little impact on long-term sales, particularly with regard to customer purchase decisions. There are some market segments that do not care about this, such as those from the middle to high who prioritize their own desires, so this needs to be taken into account by all SMEs, according to research findings, digital marketing tactics

are successful and reliable indicators of what consumers would buy. Business actors, particularly UMKM, can make their digital marketing even better to increase the efficiency of product sales and marketing, the two independent variables, Marketing Psychology and Digital Marketing, had an influence on the Purchase Decision variable at Amanda Sweet Kokona Drinking Chocolate SMEs by 36.1 percent, according to the results of the analysis of the coefficient of determination that was conducted. The remaining 63.9 percent was the contribution of the variables not examined, if anyone wants to do research with the same theme and variables, it is suggested to be more specified between variables, especially for variables which have a complex artisan-like Marketing Psychology that blends two branches of knowledge, in future research, it is expected to pay more attention to the situation when distributing questionnaires/questionnaires so that data entry does not occur the origin of the respondents and the resulting data can be measured properly

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