THE IMPACT OF INFLUENCER MARKETING AND DIGITAL MARKETING ON PURCHASE DECISIONS FOR ADAWANGI PERFUME PRODUCTS IN KUNINGAN, WEST JAVA

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Abstract

This research is motivated by the importance of understanding how modern digital marketing strategies, especially influencer marketing and digital marketing, influence consumer behavior in making purchasing decisions for Adawangi perfume products in Kuningan, West Java. The purpose of this study was to analyze the effect of influencer marketing and digital marketing on consumer purchasing decisions partially or simultaneously. The research method used is quantitative with an analytical descriptive approach, where data in the form of numbers is collected and analyzed using statistical techniques. The research design uses multiple regression analysis to test the causal relationship between variables. The research population includes all consumers who buy Adawangi perfume products in Kuningan, West Java. The sampling technique used is non-probability sampling with purposive sampling, where the sample is selected based on certain considerations that are considered to know the problem under study best. The number of samples used was 100 respondents, which were calculated using the Lameshow formula with a confidence level of 95% and a margin of error of 10%. The results showed that both influencer marketing and digital marketing had a positive and significant influence on purchasing decisions partially, with a significance value of 0.000 <0.05 for both variables, while simultaneously the two variables were able to explain 70.7% of the variation in purchasing decisions (Adjusted R Square = 0.707), with the remaining 29.3% influenced by other variables not examined in this study

Keywords: Digital Marketing, Influencer Marketing, And Purchase Decision

INTRODUCTION

The local perfume industry in Indonesia has undergone a significant transformation with the rise of the digital era. This phenomenon is evident in the growing number of local perfume brands shifting from conventional marketing strategies to digital marketing strategies. In the Kuningan region of West Java, Adawangi one of the local perfume brands has adopted a digital marketing strategy that combines influencer marketing and digital marketing to reach a wider audience. Changes in consumer behavior with consumers increasingly relying on social media and digital platforms to search for product information have prompted local perfume brands to adapt to more modern and integrated marketing strategies.

The phenomenon of using influencer marketing and digital marketing in tandem has become a new trend in the local perfume industry. Consumers especially millennials and Gen Z are more easily influenced by digital content created by influencers and other digital marketing activities such as paid advertising, content marketing, and email marketing. This creates significant opportunities for local perfume brands like Adawangi to build brand awareness and drive sales through an integrated digital marketing approach.

Although Adawangi has implemented influencer marketing and digital marketing strategies, it remains unclear exactly how much each of these strategies influences consumer purchasing decisions. This issue is significant because investing in both marketing strategies requires a substantial budget, while their effectiveness has not yet been clearly measured. Additionally, the characteristics of consumers in the Kuningan region who exhibit different consumption patterns than those in metropolitan areas need to be understood more deeply. Another challenge is the lack of understanding regarding how influencer marketing and digital marketing can work together to influence purchasing decisions. Many local perfume brands implement these two strategies separately without considering the potential synergies they could create. This risks wasting marketing budgets and yielding suboptimal results in driving product sales..

According to data from the Ministry of Industry, the number of businesses in the cosmetics and perfume sector increased from 726 in 2020 to 1,292 in 2024, with 83% of them being micro and small businesses (Kurnia, 2024). The cosmetics industry, which is part of the chemical, pharmaceutical, and traditional medicine sector, grew by 9.61 percent in 2021. This data indicates that the local perfume industry has great potential for growth.

In this study, influencer marketing is defined as a marketing strategy implemented by Adawangi through collaborations with individuals who have influence on social media to promote perfume products. This variable encompasses the influencer's credibility, the alignment of content with the brand, the level of engagement, and the influencer's ability to influence consumer perceptions of the product. The indicators used include the number of followers, engagement rate, content quality, and the influencer's trustworthiness.

Digital marketing is a marketing strategy that uses digital platforms and technologies to promote Adawangi's perfume products. This strategy encompasses various activities, such as social media marketing, search engine optimization (SEO), content marketing, email marketing, and paid advertising. The metrics used include reach, impressions, click-through rate, conversion rate, and brand awareness generated by digital marketing activities.

The purchase decision is the cognitive and behavioral process through which consumers select Adawangi perfume products as their purchase choice. This variable

encompasses the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The indicators used include purchase intention, brand consideration, decision-making time, and consumer loyalty.

This study aims to analyze the influence of influencer marketing and digital marketing on purchasing decisions for Adawangi perfume products in Kuningan, West Java. Specifically, this study seeks to determine the extent to which each variable contributes to consumer purchasing decisions, as well as how these two marketing strategies can reinforce one another in influencing purchasing decisions. In addition, this study also aims to provide strategic recommendations for Adawangi on how to optimize the allocation of its digital marketing budget to achieve maximum effectiveness.

There is a research gap regarding studies that simultaneously examine the combined effects of influencer marketing and digital marketing on purchasing decisions for local perfume products. Most previous studies have focused on only one of these variables or examined products other than perfume. Furthermore, research that specifically analyzes the effectiveness of these two marketing strategies for local perfume brands in regions such as Kuningan remains very limited.

Another gap is the lack of research that takes into account the characteristics of regional consumers in response to digital marketing strategies. Consumer behavior in regional areas may follow different patterns than that of consumers in metropolitan areas, so the effectiveness of marketing strategies may also vary. In addition, there has been little research analyzing the synergy between influencer marketing and digital marketing in the context of Indonesia's local perfume industry.

In previous studies, there are similarities and differences with the study titled "The Effect of Influencer Marketing and Digital Marketing on Purchase Decisions for AdaWangi Products in Kuningan, West Java" in terms of the variables examined and their causal relationships. Research of (Yasinta & Nainggolan, 2023), Both studies used the variable Influencer Marketing as a factor influencing purchase decisions, with the results showing a significant influence. This n value indicates that the purchase decision variable (Y) is influenced by the influencer marketing variable (X) and the brand image variable (Z) by 71.2%, while the remaining 28.8%. Meanwhile, research by (Elbahar & Syahputra, 2021), Focus on Digital Marketing Based on the results, the hypothesis that digital marketing influences purchasing decisions has a calculated t-value of 17.067 > the critical t-value of 1.968, and a significance level (Sig) of 0.000 ≤ 0.05, meaning that digital marketing has a significant influence on purchasing decisions. Furthermore, the coefficient of determination for the relationship between digital marketing and purchasing decisions is 45.6%, indicating a strong influence on purchasing decisions. (Joline & Sukati, 2025), most relevant because it combines both variables (Influencer Marketing, Digital Marketing, and Promotion), as in the AdaWangi study, with multiple regression analysis results showing that both variables have a significant effect on purchasing decisions. The main difference lies in the research subjects and context, where previous studies focused on Somethinc purchases in Surabaya mediated by brand image (Komang Lola Yasinta and Romauli Nainggolan 2023). Purchases at Kadatuan Koffie (Chandra Elbahar, Syahputra 2021), and Purchases of Ades Products in Batam City (Joline & Inda Sukati), whereas the Adawangi study focuses on the cosmetics industry, which has different consumer characteristics and market dynamics; thus, the research findings are expected to provide new insights in the context of cosmetics & fashion.

Initial observations indicate that Adawangi has implemented a fairly comprehensive digital marketing strategy. The brand actively collaborates with local micro-influencers on Instagram and TikTok, and runs digital marketing campaigns through Facebook Ads, Google Ads, and content marketing on its official website. Consumer response to content created by influencers and digital marketing content shows a positive engagement rate.

However, observations show that these two marketing strategies are still being implemented separately, without optimal coordination. Consumers in the Kuningan area tend to conduct online research before making a purchase, but they also place great weight on recommendations from influencers they trust. This indicates significant potential for synergy between influencer marketing and digital marketing if managed effectively. Additionally, observations show that local consumers prefer authentic and relatable content, which can be a key consideration in developing more effective marketing strategies.

REVIEW OF LITERATURE

Influencer Marketing (X^1)

Influencer marketing consists of two components: influencers and marketing. An influencer is someone who influences others. The term "marketing" comes from English and refers to the activity of marketing. (Marsha Putri & Rosmita, 2024).

Influencer marketing is a marketing strategy that leverages influential individuals to promote products or services to their audiences. Influencers have a large following on social media platforms and can create engaging and authentic content. In the fashion industry, influencer marketing has specific characteristics, such as demonstrating products through tutorials and reviews, sharing personal experiences with products, offering beauty tips and tricks, and creating educational and inspirational content. (Fera Anggraini & Mirzam Arqy Ahmadi, 2025).

Influencer marketing is a marketing strategy that leverages social media as a promotional platform by engaging individuals believed to have influence over their followers. These influencers typically include celebrities, Instagram influencers, YouTubers, and bloggers (Agustin & Amron, 2022).

Based on these three definitions, it can be concluded that influencer marketing is a marketing strategy that leverages influential individuals—such as celebrities, Instagram influencers, YouTubers, or bloggers—to promote products or services through social media platforms to their followers. This strategy relies on influencers' ability to create engaging, authentic, and educational content—such as tutorials, reviews, tips, and personal experiences using the product—to influence their followers' purchasing decisions. The success of influencer marketing lies in the trust and relationship built between the influencer and their audience, ensuring that product recommendations carry strong persuasive power in marketing activities.

The Purpose of Influencer Marketing

The purpose of influencer marketing is to generate benefits from a marketing campaign; the use of influencer marketing greatly helps a business in building consumer interest in purchasing its products. With the help of influencers, a business's marketing objectives are greatly simplified when it comes to introducing products on social media. (Ayu Azzahra et al., 2024).

Based on the above discussion, it can be concluded that the primary goal of influencer marketing is to stimulate consumer interest in purchasing by leveraging the persuasive power and credibility of influencers. This strategy offers significant benefits to businesses by simplifying the process of introducing products to their target market through social media platforms with a wide reach. Thus, influencer marketing serves as an effective marketing tool for achieving business objectives, namely increasing product awareness and driving consumer purchasing decisions more effectively.

The Pros and Cons of Influencer Marketing

Some of the advantages and disadvantages experienced by organizations, as noted in the literature review above, include the fact that influencer marketing can help reach a more relevant audience; it can also build the influencers' influence, enhance credibility, reduce conventional sales costs, and redirect resources toward more engaging activities. However, the disadvantages include the mindset and character of the influencers themselves; there are still influencers with questionable character, which can pose a risk to the marketed products. Another drawback is that some influencers lack sufficient knowledge about the products they promote, which can negatively impact the brand and the products themselves. Additionally, if an influencer is involved in a scandal, it can also negatively affect the marketed products (A Wirapraja et al., 2023).

Based on the above discussion, it can be concluded that influencer marketing offers key advantages in reaching relevant audiences, building brand credibility, and reducing conventional marketing costs in a more engaging and effective way. However, this strategy also carries significant risks related to the influencer's personal factors, such as poor character or attitude, limited product knowledge, and the potential to be caught up in controversial incidents that could damage the brand's reputation. Therefore, selecting the right influencer by considering their personal character, product expertise, and a clean track record is key to the success of implementing an influencer marketing strategy.

Influencer Marketing Metrics

According to Nasir et al. (2020), To measure the effectiveness of influencer marketing strategies, there are four key indicators that serve as performance metrics for evaluating an influencer's ability to influence their audience and achieve marketing goals, namely:

a. Visibility - measures an influencer's popularity and reach in engaging their target audience, which determines the scope of the marketing impact that can be achieved
b. Credibility - assessing the influencer's product knowledge and credibility, which form the basis of the audience's trust in the recommendations provided
c. Attraction - focuses on the personal appeal of an influencer that can captivate and retain the audience's attention on the content they create
d. Power - measures an influencer's ability to drive consumer purchasing decisions as a key indicator of the success of a marketing strategy

Digital Marketing (X2)

Digital marketing refers to all efforts to market products and services via the internet. The goal of digital marketing is not only to increase sales but also to promote new products and services, build brand awareness, and foster good relationships with customers (Jamiat & Supyansuri, 2020).

Digital marketing is one of the marketing channels that is currently in high demand among the public to support their various activities. Little by little, they are beginning to move away from traditional marketing models and shift toward modern marketing namely, digital marketing. (Nurdin & Hardianti, 2022),

From the definition above, it can be concluded that digital marketing is a modern marketing strategy that utilizes the internet to promote products and services with objectives that go beyond simply increasing sales. Digital marketing does not focus solely on commercial aspects but also encompasses branding efforts, the promotion of new products, and the cultivation of positive relationships with customers through digital platforms. This phenomenon reflects a shift in the marketing paradigm from traditional models toward a digital approach that is increasingly favored by the public due to its effectiveness and broader reach.

The Role of Digital Marketing

Digital marketing plays a critically important strategic role in attracting consumers and facilitating communication through both electronic and conventional platforms, including branding activities that leverage various web-based media and social networks. Digital marketing strategies via social media are crucial because they provide entrepreneurs with knowledge and guidance on effective methods and steps for expanding their business networks. The use of social media ultimately aims to create a competitive advantage that can enhance the competitiveness of businesses in the market (Reggina Wike Anjani, 2024).

The Strengths and Weaknesses of Digital Marketing

According to (Permatasari et al., 2022) states that digital marketing has both strengths and weaknesses, including the following weaknesses of digital marketing:

a. Requires Adequate Skills and Experience

The main challenge in implementing digital marketing is that it cannot be done immediately and requires sufficient experience. Therefore, business owners and companies still need to go through a learning process to gradually master the steps involved in using digital marketing. However, almost all marketing platforms cannot be operated instantly.

b. Requires Interest and Enthusiasm

The implementation of digital marketing must be backed by a strong interest, so that the process does not cause companies or business owners to feel discouraged. Therefore, before implementing digital marketing, one must first understand their own interests whether they are truly interested in the field of digital marketing or not.

In addition to its drawbacks, digital marketing also has various advantages, including:

a. The Internet as a Medium for Digital Marketing

The Internet can be used as a marketing tool. As a result, market reach becomes broader, more effective, and it is easier to elicit a response from the target audience.

b. The Ease of Sharing Content Online

The internet facilitates the exchange of messages with business partners, such as through email and other means. In addition, the internet makes it easier to distribute content and advertisements for a business, thereby enabling it to market itself to a wider audience.

c. Real-Time Monitoring During Marketing

Digital marketing enables business owners to track ongoing marketing activities in real time, such as which products are being viewed, the frequency of customer visits, and so on.

d. Accelerating the Distribution Process

In this day and age, conventional marketing systems are less efficient and have limited market reach; as a result, digital marketing greatly helps businesses distribute their products more quickly and efficiently to a much broader market.

e. Quick Customer Interaction

In today's digital age, it's easier for shoppers to research products in greater detail before making a purchase. Furthermore, advances in digital media allow for direct interaction with sellers, enabling shoppers to ask more specific questions about the products on offer.

f. Alternative Marketing Methods

In addition to advertising, today's marketing landscape is rife with irresponsible digital media users. For example, some online sellers advertise their products on social media, but after a purchase is made, the items either never arrive or do not match the advertisement, causing consumers to hesitate to trust the ads displayed by businesses. Therefore, digital marketers can utilize alternative channels besides advertising to promote their products, given that advertising itself lacks credibility.

1. Digital Marketing Metrics

According to Putri & R.A.Marlien (2022), There are six key indicators in digital marketing, which include:

a. **Website**: Serves as the primary platform for providing consumers with comprehensive information about products and services.
b. **Search Engine Marketing**: Helps increase a company's visibility and ranking on search engines to make it easier for consumers to find its products.
c. **Web Banner**: Serves as a visual advertising medium that attracts consumers' attention on various websites.
d. **Social Network**: Helps build engagement and direct interaction with consumers through social media platforms.
e. **Email Marketing**: Serves as a direct and personalized means of communication for conveying product information to target consumers.
f. **Affiliate Marketing**: Helps expand marketing reach through strategic partnerships with third parties.

Purchase Decision (Y1)

A purchase decision is the decision-making process through which consumers evaluate a product they wish to buy. Before making a purchase decision, prospective consumers can first familiarize themselves with the product they wish to buy to ensure it meets their needs before deciding to purchase it (Barus et al., 2021).

Another definition of a purchase decision is the buyer's decision regarding which brand to purchase, or, in other words, the consumer's preference among the brands available within a set of options. To understand consumer decision-making, one must first understand the nature of consumer involvement with a product or service. Understanding the level of consumer involvement with a product or service means that marketers seek to identify the factors that cause a person to feel they must or must not be involved in the purchase of a product or service (Pratiwi et al., 2019).

A purchasing decision is the process by which consumers determine which product to buy based on their needs, desires, and expectations, which can result in satisfaction or

dissatisfaction with that product. This decision is influenced by several factors, including family, price, experience, and product quality (Mandak et al., 2021).

Based on these three definitions, it can be concluded that a purchase decision is a complex process through which consumers evaluate and select a particular product or brand based on their needs, desires, and expectations after first becoming familiar with the product. This process involves varying levels of consumer involvement with a product or service, and marketers need to understand the factors that influence these levels of involvement in order to identify consumers' purchase motivations. Purchase decisions are also influenced by various external factors such as family, price, previous experiences, and product quality, which ultimately determine the level of consumer satisfaction or dissatisfaction with the purchased product.

Purpose of the Purchase Decision

The purpose of the purchase decision is to provide an understanding of the consumer decision-making process in selecting and purchasing a product or service. This purchase decision is a crucial step for consumers in fulfilling their needs and wants, and for companies in increasing sales and profits (Tua et al., 2022).

Based on the above discussion, it can be concluded that the purpose of the purchasing decision is to provide a comprehensive understanding of the consumer decision-making process in selecting and purchasing products or services that meet their needs. This process plays a crucial role for consumers as a means to optimally fulfill their needs and desires, while ensuring that the choices they make provide maximum satisfaction. From a business perspective, understanding consumer purchasing decisions is fundamental for companies to develop effective marketing strategies aimed at increasing sales and business profitability.

Factors Influencing Purchase Decisions

The main factors determining consumer purchasing decisions: there are three main factors that influence consumers' decision-making, namely the following:

a. Psychological factors include perception, motivation, learning, attitude formation, and personality. Attitudes and beliefs are psychological factors that influence consumer purchasing decisions.

b. Situational factors include the condition of the shopping venue's facilities and infrastructure such as parking lots, buildings, and the store's exterior and interior as well as air conditioning, lighting, and places of worship. Shopping times include morning, afternoon, noon, or evening. Product usage includes situations such as feeling healthy, sad, happy, disappointed, or hurt. The conditions at the time of purchase influence consumer decision-making.

c. Social Factors Social factors include laws and regulations, family, reference groups, social class, and culture (Hanum & Hidayat, 2017).

Based on the above discussion, it can be concluded that consumer purchasing decisions are influenced by three main, mutually interacting factors: psychological factors which include consumers' perceptions, motivations, learning, attitudes, and personality as internal determinants in the decision-making process Situational factors also play a significant role, taking into account the physical conditions of the shopping environment, the timing of the purchase, the consumer's emotional state, and the product usage situation, all of which can directly influence purchasing decisions. Additionally, social factors including regulations, family influence, reference groups, social class, and culture help shape consumer

preferences and purchasing behavior, as consumers are social beings who cannot be separated from their surrounding environment.

The Purchase Decision Process

The purchasing decision-making process is a process involving five stages that take place before purchasing a product or service, as follows::

a. Identifying needs involves understanding problems or needs that arise from external sources or from within oneself.

b. Information Search: Once a need is identified, consumers typically seek out the information they need.

c. This consumer evaluation process assesses all the information that has been gathered to ensure that needs are met.

d. After evaluating the information, consumers typically decide whether or not to purchase the product or service.

e. Post-purchase behavior refers to the behavior of consumers who have already made a purchase decision; if a discrepancy arises—perhaps due to certain features or other factors—they may seek out new information. (Yulianingsih & Oktafani, 2020).

Based on the above discussion, it can be concluded that the purchase decision-making process is a systematic sequence consisting of five sequential stages, beginning with the recognition of a need triggered by internal or external factors, followed by the search for information to satisfy that need, and the evaluation of various available alternatives. After going through a comprehensive evaluation stage, consumers will make a final decision on whether or not to purchase the product or service, which is then followed by a post-purchase behavior stage as a final evaluation. This process is cyclical because, during the post-purchase stage, if there is a mismatch or dissatisfaction, consumers can seek new information and restart the purchasing decision process for other product alternatives.

Purchase Decision Indicators

According to (Imanulah et al., 2022), Purchase decision indicators include:

a. Based on the above discussion, the purchase decision indicators identified by Ridho Imanulah, Ima Andriyani Frecilia, and Nanda Melvani (2022) can be paraphrased as follows:

b. Menu Variety: The wide range of dish options available includes meal options for various mealtimes (breakfast, lunch, dinner), which consumers consider when making purchasing decisions.

c. Product Categorization: a system for organizing products into specific categories to help consumers make purchasing decisions

d. Location Accessibility: A strategic location for the point of sale that is easily accessible to consumers, taking into account efficiency in terms of time, cost, and effort

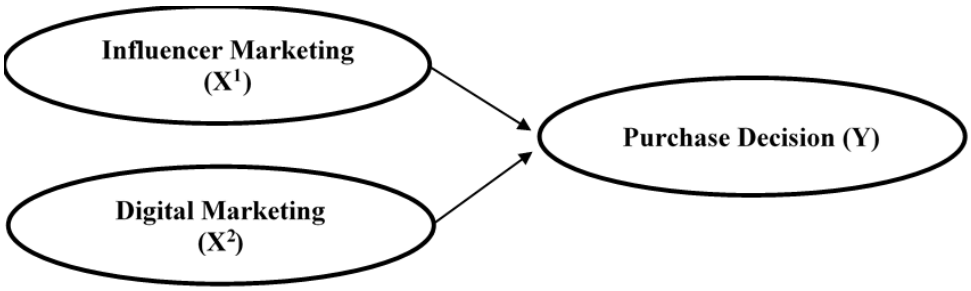
e. Service Quality: the standard of service provided to customers from the initial interaction through the purchase transaction, which influences purchasing decisions

f. Sales Competence: the abilities and skills of sales personnel in implementing marketing strategies to increase purchasing power and influence consumer decisions

g. Promotional Activities: advertising and promotional strategies as part of the marketing mix to stimulate consumer interest in the products being offered

h. Transaction Process: the process of purchasing a product that involves interaction between a consumer and a supplier whether a company, an individual, or a store.

Framework



Research Hypothesis

A hypothesis is a tentative answer to a research question. The research question has been formulated in the form of a question.

1. *Alternative Hypothesis* (Ha.1): This hypothesis states that influencer marketing has a significant effect on the decision to purchase a perfume with a West Javanese brass scent.

Null Hypothesis (Ho.1): This hypothesis states that influencer marketing has no significant effect on the decision to purchase a perfume with a West Javanese brass scent.

2. *Alternative Hypothesis* (Ha.2): This hypothesis states that digital marketing has a significant effect on the decision to purchase perfumes with a West Javanese brass scent.

Null Hypothesis (Ho.2): This hypothesis states that digital marketing has no significant effect on the decision to purchase a perfume with a West Javanese brass scent.

Based on the definition of hypothesis types above, in this study the researcher proposes the following alternative hypotheses: Ha.1 and Ha.2, with the assumption that "there is a significant effect of influencer marketing on the purchase decision for Ada Wangi perfume products in Kuningan, West Java".

RESEARCH METHOD

A. Research Design

This study employs a quantitative method with a descriptive-analytical approach. According to Sugiyono (2013: 8), Quantitative research is a method used to study a population or sample by collecting numerical data and analyzing it using sstatistical techniques. The descriptive statistical approach is a method used to analyze data by describing or portraying the collected data as it is, without intending to draw conclusions that apply universally or to make generalizations (Sugiyono, 2013: 147).

B. Study Population

The population of this study consists of all individuals or groups that are the subject of the research. Thus, the population used in this study comprises all consumers who purchased Adawangi perfume in Kuningan, West Java.

C. Research Sample

A sample is a subset of a population that reflects the population's size and characteristics. If the population is large, and it is not feasible for the researcher to study

every member of the population for example, due to limitations in funding, manpower, and time the researcher can use a sample drawn from the population (Sahir, 2022: 34).

The sampling technique used in this study was non-probability sampling, specifically purposive sampling. According to Machali (2018: 70) Purposive sampling is a technique for selecting a sample based on specific criteria. This technique is used when the researcher has specific criteria for selecting a sample that is considered to have the most knowledge about the issue being studied or to possess the necessary data and information. Therefore, the author used the following Lameshow formula to determine the sample as follows:

n = z2 1-a / 2 x P (1-P)
d2
n = z2 1-a / 2 x P (1-P)
d2
n = 1,962 X 0,5 (1 - 0,5)
0,102
n = 3,8416 x 0,10
0,01
n = 96,04
n = 96

Description:
n = the required sample size
z = z-score at the 95% confidence level = 1.96
p = Maximum estimate = 0.5
d = Error rate (margin of error) 10%

The sample size used in this study was 96 people; to simplify the analysis, it will be rounded up to 100.

RESULTS AND DISCUSSION

A. Data Quality Testing

1. Validity test

This validity test was conducted by comparing the calculated r value with the table r value for a degree of freedom (df) of n-2. A margin of error of 5% was used. Thus, according to the r-table, the r-value for df = 30 – 2 = 28 and a 5% error margin is 0.361. Therefore, each statement will be considered valid if the calculated r-value is greater than 0.361 (calculated r > 0.361).

Table 3.1 Validity Test of Influencer Marketing (X1)

No	r calculate	r tabel	Ket.
1	0,833	0,361	Valid
2	0,740	0,361	Valid
3	0,609	0,361	Valid
4	0,740	0,361	Valid

Based on Table 3.1, the results of the validity test above show that the Pearson's correlation coefficient (r-calculated) for all statements is greater than the critical value (r-

table) of 0.361. Therefore, it can be concluded that all statements for the Influencer Marketing variable (X1) are valid.

Tabel 3. 2 Digital Marketing Validity Test (X2)

No	r calculate	r tabel	Ket.
1	0,625	0,361	Valid
2	0,577	0,361	Valid
3	0,760	0,361	Valid
4	0,737	0,361	Valid
5	0,715	0,361	Valid
6	0,769	0,361	Valid
7	0,726	0,361	Valid

Based on Table 3.2, the results of the validity test above show that the Pearson's correlation coefficient (r-calculated) for all statements is greater than the critical value (r-table) of 0.361. Therefore, it can be concluded that all statements of the Digital Marketing variable (X2) are valid.

Tabel 3. 1 Validity Test of Purchase Decisions (Y)

No	r calculate	r tabel	Ket.
1	0,656	0,361	Valid
2	0,810	0,361	Valid
3	0,602	0,361	Valid
4	0,747	0,361	Valid
5	0,698	0,361	Valid
6	0,696	0,361	Valid
7	0,740	0,361	Valid
8	0,451	0,361	Valid
9	0,803	0,361	Valid

Based on Table 3.3, the results of the validity test above show that the calculated Pearson's correlation coefficient (r-calculated) for all statements is greater than the critical value (r-table) of 0.361. Therefore, it can be concluded that all statements of the Purchase Decision variable (Y) are valid.

2. Reliability Test

The reliability test is a follow-up to the validity test; the items included in the reliability test are those that have been deemed valid. In this study, all 20 items were deemed valid, so all items were included in the validity test. The purpose of the reliability test is to determine the reliability and consistency of an indicator used as a measurement tool, ensuring that its accuracy is trustworthy and verifiable in the study. This reliability test was conducted using Cronbach's alpha to measure consistency; if the alpha coefficient is greater than 0.60, the variable is considered reliable. The following are the results of the reliability test:

Tabel 3. 2 Reliability Test

Variabel	Cronbach's Alpha	Description
X^1 (Influencer Marketing)	0,684	Reliability
X^2 (Digital Marketing)	0,828	Reliability
Y (Purchase Decision)	0,857	Reliability

Based on Table 3.4, the Cronbach's Alpha (α) values for Variable X1(Influencer Marketing) was 0.684, for Variable X2(Digital Marketing) was 0.828, and for Variable Y (Purchase Decision) was 0.857—all of which are greater than 0.60. Therefore, it can be concluded that Variable X1(Influencer Marketing), Variable X2(Digital Marketing), and Variable Y (Purchase Decision) are considered reliable.

B. Testing of Analytical Requirements

1. Test of Classical Assumptions

Normality Test

A normality test is a statistical test designed to determine whether the residuals in a study follow a normal distribution. This test is particularly important in regression analysis because the assumption of normality of the residuals is one of the conditions that must be met to ensure the validity of the statistical analysis results.

The results of the normality test of the residuals using the Kolmogorov-Smirnov test serve as the fundamental basis for determining the suitability of the regression model used. If the residuals are found to be normally distributed, the regression model can be used to make valid statistical inferences; conversely, if the residuals are not normally distributed, data transformation or the use of alternative analytical methods is required to obtain accurate results.

Tabel 3. 3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.10998215
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.037
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200[c,d]

The results of the normality test indicate that the data satisfy the assumption of normality of the residuals, which is one of the key requirements in regression analysis. With a significance value of 0.200—which is greater than the alpha level of 0.05—it can be concluded that the residuals are normally distributed. This indicates that the residuals follow

a normal distribution, meaning the regression model used satisfies the normality assumption and is reliable for statistical inference, such as hypothesis testing and the construction of confidence intervals. The fulfillment of this assumption of residual normality also indicates that the developed model is suitable for prediction and generalization of the research results.

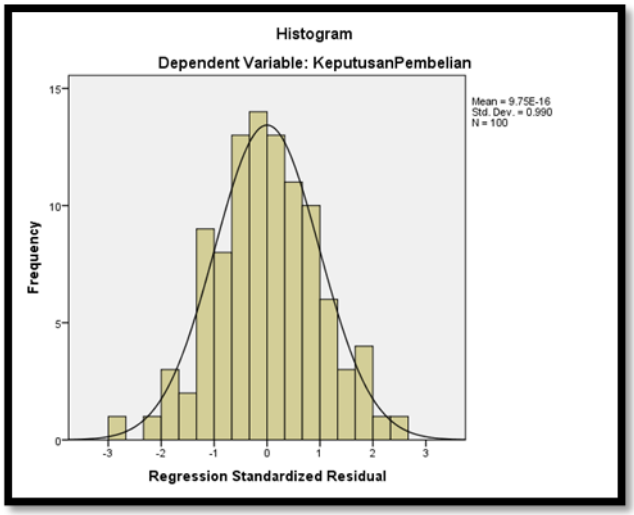


Image 3. 1 Histogram Chart

Based on the results shown in Figure 3.1—a histogram illustrating the distribution of standardized residuals for the dependent variable "Purchase Decision"—it can be seen that the data follow a distribution that is close to normal, with a mean of 9.75E-16 (very close to zero) and a standard deviation of 0.990. The shape of the histogram shows a symmetrical distribution pattern with the highest peak around the value of 0, and the data frequency gradually decreases toward both sides (left and right). The normal curve displayed on the histogram indicates that the residuals are normally distributed, suggesting that the assumption of normality in the regression model has been well satisfied.

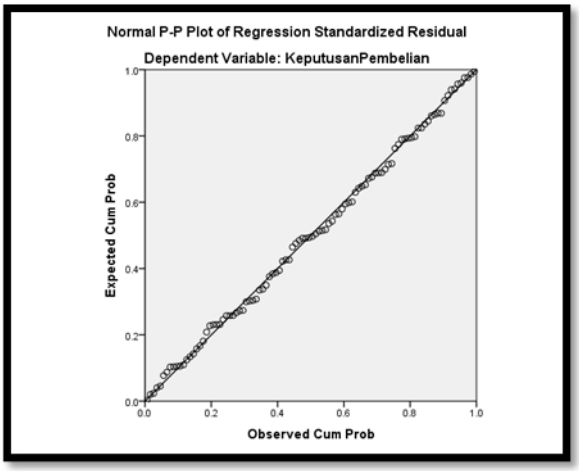


Image 3. 2 P-Plot of Normality

Based on Figure 3.2, the Normal P-P Plot of Regression Standardized Residuals for the dependent variable "Purchase Decision," it can be seen that the data points are clustered very closely together and follow a diagonal line from the lower left to the upper right. The pattern of data points, almost all of which lie along the diagonal line, indicates that the residuals are very well normally distributed. There are no significant deviations from the normal line, indicating that the assumption of normality in the regression model has been optimally met.

Linearity Test

A linearity test is a statistical test designed to identify the presence of a significant linear relationship between two variables in a study. This test is an important step in regression analysis to ensure that the relationship between the independent and dependent variables is truly linear, rather than following a complex nonlinear pattern.

The interpretation of the linearity test results is based on the rule that if the significance value is greater than 0.05, it can be concluded that the data used in the study are well explained by the linear regression model. This condition indicates that the assumption of linearity has been met, making the use of linear regression analysis appropriate and valid for explaining the relationships among the variables under study.

Tabel 3. 4 Testing the Linearity of Influencer Marketing (X^1) on Purchase Decisions (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * InfluencerMarketing	Between Groups	(Combined)	952.551	10	95.255	9.674	.000
		Linearity	845.131	1	845.131	85.829	.000
		Deviation from Linearity	107.420	9	11.936	1.212	.298
	Within Groups		876.359	89	9.847		
	Total		1828.910	99			

Based on the results of the linearity test in Table 3.6, presented in the ANOVA table, the significance value for “Deviation from Linearity” is 0.298, which is greater than 0.05, indicating that there is no significant deviation from linearity. This confirms that the relationship between Influencer Marketing and Purchase Decision is linear, meaning that any change in the Influencer Marketing variable will result in a proportional and consistent change in Purchase Decision. The fulfillment of this linearity assumption indicates that the use of linear regression analysis to test the relationship between these two variables is appropriate and can provide valid results.

Tabel 3. 7 Test of the Linear Relationship Between Digital Marketing (X2) and Purchase Decisions (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * DigitalMarketing	Between Groups	(Combined)	1087.058	17	63.945	7.068	.000
		Linearity	984.760	1	984.760	108.850	.000
		Deviation from Linearity	102.297	16	6.394	.707	.779
	Within Groups		741.852	82	9.047		
	Total		1828.910	99			

Based on the results of the linearity test in Table 3.7, presented in the ANOVA table, the significance value for "Deviation from Linearity" is 0.779, which is greater than the alpha level of 0.05, indicating that there is no significant deviation from linearity. This confirms that the relationship between Digital Marketing and Purchase Decision is linear, meaning that any change in the Digital Marketing variable will result in a proportional and consistent change in Purchase Decision. The fulfillment of this linearity assumption indicates that the use of linear regression analysis to test the relationship between these two variables is appropriate and can provide valid results.

Multicollinearity Test

A multicollinearity test is a test conducted to detect the presence of a perfect or near-perfect linear relationship among the independent variables in a regression model. Multicollinearity can compromise the stability and reliability of regression analysis results; therefore, it must be identified and addressed before interpreting the research findings.

The decision criteria for determining the presence or absence of multicollinearity are as follows: if the VIF value is less than 10 and the Tolerance value is greater than 0.1, then it can be concluded that the regression model does not suffer from multicollinearity, and the analysis can proceed with a high degree of confidence in the validity of the results obtained.

Tabel 3. 5 Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	InfluencerMarketing	.825	1.212
	DigitalMarketing	.825	1.212

Based on the results of the multicollinearity test in Table 3.8, it can be concluded that there is no multicollinearity issue in the regression model. The Tolerance values for the Influencer Marketing and Digital Marketing variables are 0.825 (> 0.10) and the VIF values are 1.212 (< 10.0), indicating that there is no high correlation among the independent variables. These conditions indicate that both variables can make unique contributions to

explaining Purchase Decisions, making the regression model valid and the analysis results reliable.

2. Regression Analysis Simple

Multiple regression analysis is a statistical technique used to analyze and measure the degree of influence exerted by independent variables on the dependent variable in a study. This method allows researchers to understand the complexity of the relationships among variables by simultaneously incorporating more than one independent variable into the analysis model (Eliza, 2015).

The results of the multiple regression analysis provide comprehensive information about the dynamics of the causal relationship between independent and dependent variables, which can be used as a basis for making more accurate predictions and decisions. This analysis also allows researchers to build predictive models that can estimate the value of the dependent variable based on combinations of the values of the independent variables that have been analyzed.

Tabel 3. 6 Multiple Regression Analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1292.700	2	646.350	116.924	.000[b]
	Residual	536.210	97	5.528		
	Total	1828.910	99			

Based on Table 3.9, which presents the results of the multiple linear regression analysis in the ANOVA table, the regression model used is significant and valid, with a calculated F-value of 116.924 and a significance level of 0.000 < 0.05. These results indicate that the variables “Influencer Marketing” and “Digital Marketing” together have a significant effect on Purchase Decisions, thus validating the developed model and making it suitable for further analysis.

3. Hypothesis Testing

a. Partial Test (t-test)

In this study, a t-test was conducted to determine the extent to which one independent variable influences the explanation of another dependent variable. This was done by comparing the t-value with a significance level of $\alpha = 0.05$.

Tabel 3. 7 Pearson's Test (T-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.705	1.743		.978	.331
	InfluencerMarketing	.859	.115	.452	7.464	.000
	DigitalMarketing	.538	.060	.545	8.998	.000

Based on Table 3.10, the multiple linear regression analysis shows the t-test results; a significance value less than 0.05 indicates that the alternative hypothesis (Ha) is accepted, while a significance value greater than 0.05 indicates that Ha is rejected. The results indicate that:

1) Ha.[1]: Influencer marketing has a significant impact on purchasing decisions.
2) Ha.[2]: Digital Marketing Has a Significant Influence on Purchase Decisions.

b. F-test.

The F-test is used to determine the simultaneous effect of independent variables on the dependent variable.

Tabel 3. 8 F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1292.700	2	646.350	116.924	.000[b]
	Residual	536.210	97	5.528		
	Total	1828.910	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), DigitalMarketing, InfluencerMarketing

Based on Table 3.11 above, the results of the ANOVA or F-test show a calculated F-value of 116.924 and a significance level of 0.000 < 0.05. Therefore, it can be concluded that Purchase Decision (Y) is influenced by the variables Influencer Marketing (X1) and Digital Marketing (X2) simultaneously.

c. Test of the Coefficient of Determination (R 2 test)

The coefficient of determination test is conducted to determine how well the model explains the variation in the dependent variable. The ability of the independent variables to explain the variation in the dependent variable is very limited if the value of R2is small.

Due to bias related to the number of independent variables included in the model, the use of R2poses a problem. Therefore, when determining the best regression model, it is recommended to use the adjusted R2value.

Tabel 3. 9 Coefficient of Determination Test (R^2Test)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	.707	.701	2.351

Based on Table 3.12, the value of the multiple coefficient of determination (Adjusted R-Square) indicates the combined effect of the independent variables on the dependent variable; the results show that the independent variables collectively account for 0.707, or 70.7%, of the variation in the dependent variable, while the remaining 29.3% is attributable to external variables not examined in this research model.

C. Discussion of the Data Analysis Results

1. The Effect of Influencer Marketing (X1) on Purchase Decisions (Y)

Based on the results of the partial t-test, the value of the Influencer Marketing variable (X1) indicates a significant positive effect on purchase decisions (Y). These results indicate acceptance of Ha.1, showing that Influencer Marketing has a significant positive impact on purchase decisions. The results also show that the independent variables collectively account for 0.707 or 70.7% of the variance in the dependent variable, while the remaining 29.3% stems from external variables not examined in this research model.

This study is consistent with research conducted by (Yasinta & Nainggolan, 2023). The Effect of Influencer Marketing on The Effect of Influencer Marketing on Somethinc Purchase Decisions in Surabaya, Mediated by Brand Image. The regression results show that the R^2 value for the brand image variable is 0.605. This value indicates that influencer marketing (X) accounts for 60.5% of the variation in the brand image variable (Z), while the remaining 39.5% is attributed to other variables outside the scope of this study. Furthermore, the purchase decision variable yielded an R^2 value of 0.712. This value indicates that the purchase decision variable (Y) is influenced by the influencer marketing variable (X) and the brand image variable (Z) by 71.2%, while the remaining 28.8%

2. The Effect of Digital Marketing (X2) on Purchase Decisions (Y)

From the partial test, the variable Digital Marketing (X2) showed a significant positive effect on the purchase decision (Y). These results validate Ha.2, confirming that Digital Marketing has a significant positive influence on purchasing decisions. The results show that the independent variables collectively account for 0.707, or 70.7%, of the variance in the dependent variable, while the remaining 29.3% stems from external variables not examined in this research model.

This study is consistent with research conducted by (Elbahar & Syahputra, 2021). TheImpact of Digital Marketing on Purchase Decisions at Kadatuan Koffie. Based on the results, the hypothesis that digital marketing influences purchasing decisions has a calculated t-value of 17.067 > the t-table value of 1.968, and a significance level (Sig) of 0.000 ≤ 0.05, meaning that digital marketing has a significant influence on purchasing decisions. Furthermore, the coefficient of determination for the relationship between digital marketing and purchasing decisions is 45.6%.

CONCLUSION

Based on the results of the analysis conducted, this research model has been proven to be valid and reliable because it meets all statistical requirements. The tests for normality, linearity, and multicollinearity all yielded favorable results, indicating that the data are suitable for analysis using multiple regression. This ensures that the results of the analysis are accurate and reliable.

The results of the hypothesis testing show that both Influencer Marketing and Digital Marketing have a significant effect on purchasing decisions, both individually and collectively. With a coefficient of determination of 70.7%, these two variables account for the majority of the factors influencing consumer purchasing decisions. The remaining 29.3% is influenced by other factors not examined in this study; however, overall, this model is robust enough to be used in business decision-making.

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