



The Influence Of Digital Marketing On Consumer Buying Interest In Rendang Tiara Smes

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ABSTRACT

This study aims to determine the influence of digital marketing variables, based on product, price, place, and promotion indicators, on consumer purchase intention at the Rendang Tiara SME. This study used a quantitative approach. The number of respondents in this study was 100, using a purposive sampling technique. Primary data was obtained through a questionnaire with a continuous line measurement scale. The data analysis technique used in this study was simple linear regression analysis. The results indicate that digital marketing variables have a positive and significant influence on consumer purchase intention at the Rendang Tiara SME. Consumer purchase intention in this study was influenced by digital marketing by 81.5%, with product convenience and promotions being the most influential indicators in increasing consumer purchase intention. This study provides theoretical implications as a reference for further research related to digital marketing and consumer purchase intention, particularly at the online Rendang Tiara SME. Managerial implications include suggestions for the management of the Rendang Tiara SME and other marketplaces to improve product quality and promotional systems used in marketing their products to increase consumer purchase intention.

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1. INTRODUCTION

In this modern age, human needs range from basic needs to complementary needs. This is influenced by rapid economic and technological growth. Rapid economic growth has led to rapid growth in the business world, as evidenced by the increasing number of companies and economic actors who develop various types of products to meet the increasingly diverse needs of humanity. This diversity shows the increasing level of community welfare. Improving social standards has an effect on increasing people's purchasing power.

The development of this trading industry affects the improvement of the economy in various regions, causing public awareness to improve personal appearance and also giving rise to a higher demand for individual needs. With the demand for services with digital marketing that continues to increase, as a provider of this service, namely Rendang Tiara SMEs, must understand and be able to overcome problems that affect consumer buying interest. Like the fierce competition in this online marketing industry, Tiara rendang SMEs must know the indicators of consumer buying interest to attract and retain consumers.

The phenomenon that is happening today, Tiara rendang SMEs have experienced significant fluctuations in recent months. One of the reasons is competition between online shopping companies. This competition is not only driven by busy consumers but also by increasing demand for products and needs. Therefore, managers need to make improvements, especially to increase consumer buying interest, maintain consumer loyalty, and prevent them from switching to competing online SMEs.



Interest is a psychological aspect that greatly influences behavior and interest is also a factor that drives consumers to act. Buying interest is one of the behavioral components of consumer attitudes. Interest is a psychological aspect that greatly influences behavior and interest is also a factor that drives consumers to act. Buying interest is one of the behavioral items of consumer attitudes (Az-Zahra and Sukmalengkawati, 2022). Buying interest is related to people's emotions and feelings. When your mind and emotions are happy, then your desire to buy the product you want will increase.

However, if there is a decrease in interest in the desired product in marketing, then there is a loss of interest. When consumers have a positive response to the manufacturer's offer, then interest in buying automatically arises. Digital marketing or digital marketing is the activity of marketing and promoting product brands through the online world commonly known as the internet. Online marketing strategies also use creative ways to promote products and services. For example, we use data-driven online sales methods to help reach consumers in a timely, efficient, and cost-effective manner. Of course, the goal of online marketing is to promote different products and brands, offer different product and delivery options, and increase sales for sellers (Kusuma et al., 2020). Based on the results of research conducted by Masyitoh and Novitaningtyas (2021), Darmanto and Sari (2022), Mustika and Kurniawati (2022), Az-Zahra and Sukmalengkawati (2022), and Rosita, Manansyah and Adji (2022), the results of the study show that the online marketing variable (X) has a positive and significant effect on the consumer purchase interest variable (Y).

In this online marketing, there are several indicators to increase consumer buying interest, namely the marketing mix. The marketing mix has 4 (four) indicators, namely product, price, place, promotion (Fakhrudin, A., et al. 2022). Product is everything that can be produced and sold in the market to meet the needs or needs of consumers. Price is the consumer's exchange rate for the profit of owning or using the product and the value is agreed upon by both parties, or the seller sets the same price for all buyers. A place or distribution channel is a group of organizations that are interdependent in participating in the process of making a product available for use or consumption by consumers or industrial users. Promotion or Advertising is an unsolicited flow of information or persuasion that is intended to guide an individual or organization to take action to create interaction in the marketing industry.

Tiara rendang SMEs include digital marketing to meet the needs of consumer buyers. Tiara rendang SMEs focus on meeting consumer needs, and Tiara rendang SMEs support consumers through fast, responsive, comfortable and high-quality services. Many consumers have returned to buy food at Tiara rendang SMEs because many consumers are satisfied with the food products offered by Tiara rendang SMEs. Tiara rendang SMEs are not only famous for their cheap and good food products, but also often provide special offers and discounts to consumers. Although Tiara rendang SMEs often provide special offers and discounts, the quality of our products remains uncompromising.

The key to retaining loyal consumers and gaining a good reputation in the public is to facilitate optimal ease of purchase of the products being sold. Even if the quality of service is not good, consumers still tend to rely on similar products or services that can provide satisfaction almost comparable to those provided by competitors, especially when there is a need to get quality and affordable prices (Fatihudin & Firmansyah, 2019).

This situation raises the question of whether digital marketing affects consumer buying interest in rendang Tiara SMEs. The goal is to evaluate the extent to which digital marketing affects the buying interest of Tiara rendang SMEs, and the extent to which the digital marketing metrics provided by Tiara rendang SMEs affect the buying interest of its consumers. This research provides the benefits of Tiara rendang SMEs to improve their digital marketing, evaluate services, and increase consumer buying interest. The results of this research can be the foundation for developing strategies to improve the quality of online marketing and consumer buying interest in the future.

2. LITERATURE REVIEW

Consumer Buying Interest

When a person searches for a product he wants, his emotions affect his willingness to buy the product. According to Az-Zahra and Sukmalengkawati (2022), feelings when deciding to buy or not when they feel like it will cause interest in buying and vice versa. Darmanto and Sari (2022) view that buying interest is a measure of the level of consumer opportunity in deciding to buy, this measure is like the consumer's willingness to take actions that are related to the purchase and the desire to buy a product. Febriani & Dewi (2018) define buying interest as something that arises by itself after receiving stimulus from the product they see, so that an interest in buying it arises. According to Hartanto (2022), "buying interest is the feeling of interest that arises when encouraged to buy a product and own it" (p.1). Kotler (1980) stated that consumers are every individual and household who buys or gets goods or services for personal consumption. According to Kristiyanti (2011) "Consumers are every individual who obtains goods and services used for certain needs" (p.25).

Online Marketing

One of the factors to increase consumer or consumer buying interest is digital marketing. According to Elliyana (2020) "Marketing is an activity that regulates institutions, and processes to make, promote, convey, and buy and sell according to the purchase value for consumers, clients, partners, and the community in general" (p.2). Zusrony (2020) stated that marketing is any systematic effort to combine strategic planning whose direction is to increase purchasing demand and consumer needs in order to get the desired profits/profits through the transaction process. Next, according to Sitepu & Marpaung (2022) states that, "The quality of service is not assessed from the perspective of the implementation or service provider. But according to the perception of the public (consumers) as service recipients. Consumers who use the service and feel the service provided should assess and also determine the quality of the service" (p. 911). According to Darmanto and Sari (2022), online marketing is an activity that can grow and develop by spreading continuously and then entering into the process that has been formed by the organization for decades. According to Az-Zahra and Sukmalengkawati (2022), online marketing can be used as one of the entrepreneurial businesses in marketing products related to their activities in promoting and marketing products through the internet.

3. RESEARCH METHODS

The method used for this study is a descriptive quantitative research method. The descriptive quantitative research method is a method used to transform a collection of raw data into an easy-to-understand systematic in the form of concise information, which can then be presented as a scientific work. The target group of this study consisted of 340 people who became consumers. This study uses the purposive sampling method, where the sample determination technique is based on a total of 100 people from a total of 340 consumers and relationships in Tiara rendang SMEs and has filled out a questionnaire with criteria from adolescents to adults (13 years and above) for this study. The total sample used was 100 samples who had filled out a questionnaire for research on the influence of marketing on the buying interest of Tiara rendang SME consumers.

The data used in this research method is primary data. Hermawan and Amirullah (2016) define primary data as data or information obtained directly from the original source. This study uses survey response data distributed to respondents through Google Forms. The primary data obtained in this study was obtained directly by answering a questionnaire containing questions or statements about the influence of online marketing on consumer buying interest in Tiara rendang SMEs.

The data collection method used for this study was a questionnaire where questions and written comments were sent to respondents. Sugiyono (2019) explained that surveys are the right data collection method, especially when the researcher has a clear understanding of the variables being measured and the expectations of respondents. The method used for this study is a descriptive quantitative method using simple linear regression. In this study, the questionnaire distributed included a statement about the indicators of the impact of digital marketing on consumer purchase interest in rendang Tiara SMEs. To analyze what respondents said, totals were created for each response category measured using continuous lines. This continuum line model uses the score calculation process as described in the following formula:

$$P = \frac{\text{Largest Data} - \text{Smallest Data}}{\text{Biggest Data}}$$

The tendency of the answers obtained from the respondents will be determined by the average score of the answers, which will then be grouped into the following range of scores:

$$\begin{aligned} \text{Score Minimum} &= 1 \\ \text{Score maximum} &= 5 \\ \text{Scale width} &= \frac{5-1}{5} = 0.8 \end{aligned}$$

To perform the classification, it can be seen on the following continuum line:

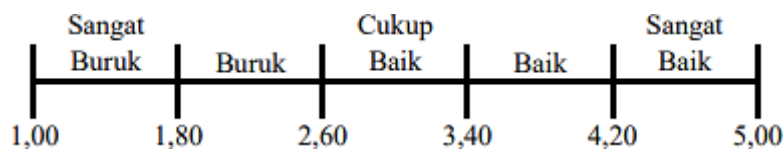


Figure 1.
Continuum Line

4. RESULTS AND DISCUSSION

Based on the statistical output in Table 1. An overview of the analyzed research variables can be seen.



Table 1. Descriptive Statistics of Research Variables

Pernyataan	Jawaban					N	SUM	MEAN	Kategori
	STS	TS	CS	S	SS				
X1	0	0	5	44	51	100	446	4,46	Sangat Baik
X2	0	0	5	46	49	100	444	4,44	Sangat Baik
X3	0	1	7	45	47	100	438	4,38	Sangat Baik
X4	0	0	6	44	50	100	444	4,44	Sangat Baik
X5	0	3	3	48	46	100	437	4,37	Sangat Baik
X6	0	2	4	45	49	100	441	4,41	Sangat Baik
X7	0	2	3	45	50	100	443	4,43	Sangat Baik
X8	0	2	4	49	45	100	437	4,37	Sangat Baik
X9	0	0	5	44	51	100	446	4,46	Sangat Baik
X10	0	1	6	47	46	100	438	4,38	Sangat Baik
X11	0	5	3	45	47	100	434	4,34	Sangat Baik
X12	0	1	6	42	51	100	443	4,43	Sangat Baik
X13	0	0	3	50	47	100	444	4,44	Sangat Baik
X14	0	1	6	44	49	100	441	4,41	Sangat Baik
X15	0	5	4	45	46	100	432	4,32	Sangat Baik
X16	0	6	2	44	48	100	434	4,34	Sangat Baik
RATA-RATA							440,125	4,401	Sangat Baik
Y1	0	1	4	43	52	100	446	4,46	Sangat Baik
Y2	0	2	7	41	50	100	439	4,39	Sangat Baik
Y3	0	7	1	42	50	100	435	4,35	Sangat Baik
Y4	0	7	2	37	54	100	438	4,38	Sangat Baik
RATA-RATA							439,5	4,395	Sangat Baik

Source: Excel data processing results

Table 1 shows that the respondents' responses related to online marketing in Tiara rendang SMEs have a mean score of 4,401 which is included in the "very good" category. The highest mean score was obtained from the statement "Comfort, and Promotion of Tiara rendang SME products." with a mean of 4.46 and included in the "Excellent" category. The lowest mean score was obtained from the statement "Service readiness during consumer flooding." with a mean of 3.32 and is still included in the "Excellent" category.

From table 1, it can be explained that the respondents' responses regarding consumer buying interest in the Melina Store have a mean score of 4,395 which is included in the "very good" category. The highest mean score was obtained from the statement "Ease of seeing and exploring products in Tiara rendang SMEs with a mean of 4.46 and included in the "very good" category. The lowest mean score was obtained from the statement "Consumer referential desire or interest in Melina Store products" with a mean of 4.35 and is still included in the "very good" category.

Validity Test

The validation test is used to assess the validity or validity of a questionnaire according to the concept described by Sugiyono (2019). A survey is considered to have good validity if the survey question accurately describes what the survey is measuring. The purpose of the validity test is to evaluate the extent to which the accuracy of the actual data about the research subject corresponds to the data reported by the researcher. The validity test using the corrected item total correlation produces a calculation that will be compared with the rtable. The number of data (N) in this study is 100. The rtable value for N = 100 is 0.256. The following are the results of the validity test obtained in this study:

Table 2. Validity Test

Variabel	Kode Item	Corrected Item Total	N	Keterangan
Digital Marketing (X)	X.1	0,898	100	Valid
	X.2	0,886	100	Valid
	X.3	0,903	100	Valid
	X.4	0,939	100	Valid
	X.5	0,916	100	Valid
	X.6	0,953	100	Valid
	X.7	0,897	100	Valid
	X.8	0,896	100	Valid
	X.9	0,928	100	Valid
	X.10	0,948	100	Valid
	X.11	0,944	100	Valid
	X.12	0,910	100	Valid
	X.13	0,928	100	Valid
	X.14	0,941	100	Valid
	X.15	0,844	100	Valid
	X.16	0,854	100	Valid
Minat Beli Konsumen (Y)	Y.1	0,900	100	Valid
	Y.2	0,928	100	Valid
	Y.3	0,917	100	Valid
	Y.4	0,904	100	Valid

Source: SPSS 25 data processing results.

From the results of the validity test in table 2, the entire calculated value is greater than the $r_{\text{of the table}}$ (0.256). These results show that all the statements tested are valid statements, so it can be concluded that all statements are worthy of inclusion in the test.

Reliability Test

Reliability testing is carried out to assess the degree of reliability of a measuring instrument using a statistical approach based on reliability coefficients. If the reliability coefficient value is greater than 0.06, then the statement or financial instrument is considered reliable or trustworthy as a whole (Sugiyono, 2019). Reliability is an indicator of the degree of reliability or consistency of a measuring instrument. Reliability tests using *cornbach's alpha* are used as a benchmark to evaluate the correlation or relationship between the scale created and all the variable scales that exist. An instrument is considered reliable if it obtains a *Cronbach's alpha* value greater than 0.60.

Table 3. Reliability Test

Variabel	Cornbach's Alpha	Remarks
Digital Marketing (X)	0,988	Reliabel
Buying Interest (Y)	0,988	Reliabel

Source: SPSS 25 data processing results.

The results of the reliability test in Table 3, the *cornbach's alpha* result for the online marketing variable (X) is 0.988. Meanwhile, the buying interest variable (Y) got a *cornbach's alpha* result of 0.988. Both values exceed 0.60. This shows that the variables used in this study are proven to be reliable and reliable for further testing.

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,24139057
Most Extreme Differences	Absolute	0,334
	Positive	0,249
	Negative	-0,334
Test Statistic		0,334
Asymp. Sig. (2-tailed)		.000 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 25 data processing results.

Looking at the results of the normality test with *standardized residuals*, the results of the Kolmogorov-Smirnov significance value were $0.000c < 0.05$, so it can be concluded that the data of the two variables are normally distributed.

Regression equations

Hypothesis testing is done through a simple regression that results in a t-test.
The results of the t-test are attached in the following table 5:

Table 5. T test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,487	0,921		-1,615	0,110
	DIGITAL MARKETING	0,271	0,013	0,904	20,897	0,000

a. Dependent Variable: MINAT BELI

Source: SPSS 25 data processing results.

The results of the hypothesis test in Table 4 obtained the model $Y = 0.271X$. The results of this test showed that the online marketing variable had a positive effect of 0.271 and was significant, with a significance value of $0.000 < 0.05$. Therefore, H_a was accepted, while H_0 was rejected. In other words, the Digital Marketing variable (X) has a positive and significant effect on the variable of Consumer Buying Interest (Y).

5. DISCUSSION

The Influence of Digital Marketing on Consumer Buying Interest.

Based on simple linear regression analysis, online marketing has a significant effect on consumer buying interest. This is proven through testing the t-test hypothesis which shows a significance value of $0.000 (< 0.05)$, with a coefficient value of 0.271. The results of this study are in line with the results of previous researches, such as research conducted by Masyitoh and Novitaningtyas (2021), Darmanto and Sari (2022), Mustika and Kurniawati (2022), Az-Zahra and Sukmalengkawati (2022), and Rosita, Manansyah and Adji (2022) which also found that online marketing



has a positive and significant effect on consumer buying interest. The results of this finding indicate that the digital marketing method provided by Tiara rendang SMEs can increase the level of consumer buying interest.

Digital marketing can increase consumer interest in buying. Digital marketing of Tiara rendang SMEs that consumers want is related to considering consumer needs and interests. Including products, prices, locations, promotions, and so on for Tiara rendang SME products. Online marketing is one way to motivate consumers to make purchases. All consumers certainly want convenience and an interesting way to increase interest in buying a product.

6. CONCLUSION

Based on a survey of 100 Tiara rendang SMEs, digital marketing and positive market significance test (t-test) partially affected consumer buying interest by 27.1%. It can be concluded that Tiara's rendang digital marketing method can increase consumer buying interest through the digital marketing method. Therefore, Tiara rendang SMEs can improve digital marketing with the best quality to ensure purchase interest and prevent disappointment with the marketing methods offered. This study found that the *R-squared correlation rate* reached 0.815 or 81.5%. This means that independent variables (Digital marketing) are estimated to have an influence of 81.5% on dependent variables (consumer buying interest), and the remaining 18.5% are influenced by other variables.

7. ADVICE

Tiara rendang SMEs have perfected digital marketing methods by improving consumer service and related marketing service advertising metrics at the time of order entry, so that more and more consumers have a desire and interest in Tiara rendang SME food products. Quality must be maintained and improved. It is hoped that the next research can explore and add other parties that play a role in influencing consumer buying interest by using a more comprehensive variety of research subjects. This is expected to provide broader insight into what drives consumer buying interest.

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