

## KEY FACTORS INFLUENCING CONSUMER PURCHASING DECISIONS IN DIGITAL ERA

Tegar<sup>1\*</sup>, Citra Mulya Sari<sup>2</sup>

<sup>1,2</sup> UIN Sayyid Ali Rahmatullah Tulungagung

\* [tegar3836@gmail.com](mailto:tegar3836@gmail.com)



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**Abstract:** *This study examines the combined impact of digital marketing, strategic location, brand equity, and price perception on consumer purchasing decisions in the furniture industry, specifically at Mebel Mandiri. By integrating digital transformation and behavioral economics, it provides insights into consumer decision-making dynamics. Using a quantitative associative approach, data was collected through online questionnaires from 33 respondents and analyzed with SPSS 20, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, and F and T-tests. The findings reveal that digital marketing and price perception significantly influence purchasing decisions, while location and brand equity do not. Together, these variables account for 72.2% of purchasing decisions, with 27.8% influenced by other factors. This study emphasizes that digital marketing strategies and competitive pricing are critical for increasing consumer purchases. Businesses should enhance interactive and credible digital content while ensuring prices reflect product benefits. Additionally, this research highlights the importance of digital marketing and price perception in boosting SMEs' competitiveness, promoting digital transformation, and fostering fair pricing to build consumer trust. Strengthening these strategies expands market reach, enhances business resilience, and contributes to economic sustainability. The study suggests that companies invest in targeted digital campaigns and data-driven pricing strategies to attract and retain customers. By implementing these approaches, businesses can not only increase sales but also drive local economic growth, create job opportunities, and support long-term business sustainability. Ultimately, digital marketing and pricing strategies play a vital role in shaping the future of SMEs in the digital era.*

**Keywords:** *digital marketing, location, brand equity, price perception, purchasing decision*

## BACKGROUND

The rapid economic growth in Indonesia has created an increasingly competitive business environment. Tight competition demands that companies continuously adapt to market changes and develop innovative strategies to retain and attract new customers. In this increasingly open business environment, a deep

understanding of consumer needs and satisfaction is crucial in building long-term relationships. Companies must not only maintain the loyalty of existing customers but also create added value that sets them apart from competitors. (Eka Giovana Asti, 2020) The advancement of digital technology has brought significant changes to the marketing world.

Digitalization enables companies to reach consumers more easily through various online platforms such as social media, websites, and e-commerce applications. Data-driven marketing has become a key factor in understanding consumer preferences and behavior. By utilizing digital technology effectively, businesses can develop more efficient marketing strategies to capture consumer attention and maintain their interest in the products offered. (Ananda et al., 2023) In the purchasing decision-making process, various factors influence consumers in choosing a product or service. Some key considerations include effective digital marketing, a strategic business location, strong brand equity, and price perception that aligns with the product's value. Engaging digital marketing can enhance consumer interaction, while an easily accessible business location adds to its appeal. Meanwhile, strong brand equity builds consumer trust in a brand, and competitive price perception makes a product more attractive in the market. (Rusli Siri, 2022)

Although digitalization presents numerous opportunities for businesses, companies still face various challenges in attracting and retaining consumers. The success of digital marketing depends heavily on the credibility of the content presented and how well the strategy creates a positive consumer experience. Additionally, a business location that is not strategically placed can hinder customer growth. Brand strength must also be reinforced to remain competitive amidst a wide selection of similar products. Price is another crucial factor influencing purchasing decisions, especially when consumers compare products with those of competitors. (Berlilana et al., 2020)

This study aims to analyze the extent to which digital marketing, location, brand equity, and price perception influence consumer purchasing decisions. By identifying the key factors that play a significant role in purchasing decisions, the findings of this study are expected to provide insights for business owners in developing more effective marketing strategies. Furthermore, this research can contribute to the advancement of marketing theory and consumer behavior studies,

particularly in the growing furniture industry.(Harahap et al., 2023) With increasing business competition, this research is highly relevant in helping companies understand the factors influencing purchasing decisions. Through this study, it is expected that optimal strategies can be identified for managing digital marketing, selecting a strategic business location, building strong brand equity, and setting prices that align with the value offered to consumers. Consequently, companies can enhance their competitiveness and sustain their presence in the market.(Mujito, Hari Muharam, 2023a)

Based on these discussions, this research focuses on Mebel Mandiri as the subject of study. Although it has established a good reputation, Mebel Mandiri still faces various marketing challenges, particularly in optimizing digital marketing, overcoming location limitations, strengthening brand equity, and aligning price perception with consumer expectations. Therefore, this study is expected to provide valuable recommendations for Mebel Mandiri in improving its competitiveness and maintaining its position in the highly competitive furniture industry.

## **LITERATURE REVIEW**

### **Consumer Purchasing Decision**

According to Kotler in Muhammad Arifiyanto Nur Kholidah, purchasing decision is the action taken by consumers to either buy or not buy a product. Consumer decision is the action taken by consumers in choosing a product that is considered a solution to their needs and desires.(Nur Kholidah, 2020)

Purchasing decision is one of the stages in the purchasing decision process before a transaction is made by the consumer. The measurement indicators for consumer purchasing decisions used in this study are based on Swasta et al. in Dhiraj Kelly Sawlani, which include decisions about the type of product, product form, brand, seller, purchase timing, and payment method.(Sawlani, 2021)

### **Digital Marketing**

The scientific definition of digital marketing, as stated by Visser et al. in Marnoto, is a process undertaken by parties involved in business or trade activities using computer technology to exchange information and buy and sell products. The parties involved include product producers or sellers and consumers.

Other terms for digital marketing include internet marketing, online marketing, or e-marketing.(Marnoto, 2024) Internet marketing, also known as digital marketing, is the core of an e-business. The measurement indicators for digital marketing follow

the theory of Yazer Nasdini in Dikdik Harjadi, which include Accessibility, Interactivity, Entertainment, Credibility, Irritation, and Informativeness.(Dikdik Harjadi, 2024).

### **Location**

Kotler and Keller, as cited in Halomoan Hutajulu, define location from a marketing perspective as the geographical or physical position of a business or product in relation to its target market. The right location can influence how easily a product or service can be accessed by potential consumers, create a strong impression, and affect brand perception.(Halomoan Hutajulu, 2024)

Location refers to the geographic mapping of an object's existence. The measurement indicators for location, based on Tjiptono in Fansurizal Fansurizal and Kartir Aprianti, include Accessibility, Visibility, Traffic, Traffic Density and Congestion, and the Availability of a Spacious and Secure Parking Area.(Fansurizal & Aprianti, 2022)

### **Brand Equity**

According to Kotler and Keller in Donni Juni Priansa, brand equity is the added value given to products and services, which can be reflected in how consumers think, feel, and act in relation to the brand, price, market share, and the profitability that the brand provides to the company.(Priansa, 2017)

Brand equity is a set of brand-related assets and liabilities associated with a brand, name, and symbol that add to or reduce the value provided by a product or service. The measurement indicators for brand equity follow the theory of Soehadi in Erina Alimin, which include Leadership, Stability, Market, Internationality, Trend, Support, and Protection.(Alimin, 2022)

### **Price Perception**

According to Kotler and Keller in Aprillia Darmansah and Sri Yanthy Yosepha, translated by Benyamin Molan, price is the only element of the marketing mix that generates revenue, while other elements generate costs. Meanwhile, according to Campbell in Cockril and Goode, price perception is a psychological factor from various aspects that significantly influences consumer reactions to price. Therefore, price perception becomes the reason why someone makes a purchasing decision.(Mujito, Hari Muharam, 2023)

Price perception refers to the amount of money customers are willing to spend on a product they wish to purchase. The measurement indicators for price perception are based on the theory of Kotler & Keller in Nurul Agustin and Amron Amron, which

include Price Affordability, Price-Quality Suitability, Price Competitiveness, and Price-Benefit Suitability. (Agustin & Amron, 2022)

In research, a hypothesis is a tentative answer to a formulated research problem, typically presented as a question sentence. Based on the preceding discussion, the hypotheses for this study are as follows:

1. H01 = Digital marketing, location, brand equity, and price perception do not collectively have a significant effect on consumer purchasing decisions at Mebel Mandiri.

Ha1 = Digital marketing, location, brand equity, and price perception collectively have a significant effect on consumer purchasing decisions at Mebel Mandiri.

2. H02 = Digital marketing does not have a significant effect on consumer purchasing decisions at Mebel Mandiri.

Ha2 = Digital marketing has a significant effect on consumer purchasing decisions at Mebel Mandiri.

3. H03 = Location does not have a significant effect on consumer purchasing decisions at Mebel Mandiri.

Ha3 = Location has a significant effect on consumer purchasing decisions at Mebel Mandiri.

4. H04 = Brand equity does not have a significant effect on consumer purchasing decisions at Mebel Mandiri.

Ha4 = Brand equity has a significant effect on consumer purchasing decisions at Mebel Mandiri.

5. H05 = Price perception does not have a significant effect on consumer purchasing decisions at Mebel Mandiri.

Ha5 = Price perception has a significant effect on consumer purchasing decisions at Mebel Mandiri.

## **RESEARCH METHODS**

The research method used in this study is a quantitative approach with an associative research type, (Abd. Mukhid, 2021) conducted at Mebel Mandiri Wajak Lor, Boyolangu, Tulungagung. This study aims to analyze the influence of digital marketing, location, brand equity, and price perception on consumer purchasing decisions. The population consists of 33 consumers of Mebel Mandiri who have made at least one purchase, and the sampling technique used is saturated sampling,

meaning the entire population is included as the research sample.(Kris Timotus, 2017)

The study utilizes both primary and secondary data. Primary data was gathered through structured questionnaires distributed to the respondents, while secondary data was obtained from relevant literature, journals, and company records.(Sandu Siyoto dan Ali Sodik, 2015) To measure variables, a Likert scale (1-5) was used, where respondents rated their perceptions of digital marketing, location, brand equity, price perception, and purchasing decisions based on defined indicators.(Bagus Sumargo, 2020)

The collected data was processed and analyzed using SPSS 20 software. Several statistical tests were conducted, including validity and reliability tests to ensure the accuracy and consistency of the research instrument.(Achmad Jauhari,Devie Rosa Anamisa, 2023) Additionally, classical assumption tests were performed, covering the normality test to assess data distribution, the multicollinearity test to check correlations between independent variables, the heteroscedasticity test to detect variance inconsistencies in residual values, and the autocorrelation test to examine serial correlation in regression residuals. The study employed multiple linear regression analysis to determine the influence of independent variables on the dependent variable. Furthermore, hypothesis testing was conducted using the F-test (simultaneous test) to evaluate the collective impact of all independent variables on purchasing decisions, the T-test (partial test) to analyze individual effects, and the coefficient of determination ( $R^2$  test) to measure the proportion of variation in consumer purchasing decisions explained by the independent variables.(Asep Hermawan, 2005).

**Table 1. Variables Measurement**

Variables	Indicators	Statements	Code
Consumer Purchasing Decisions (Swasta et al., 2008)	Product Type Decision	Mebel Mandiri offers a wide variety of products.	CPD.1
	Product Form Decision	Mebel Mandiri's product designs are unique and creative.	CPD.2
		Mebel Mandiri's product designs follow trends or have a timeless classic style.	CPD.3

	Brand Decision	The Mebel Mandiri brand is easy to remember and recognize.	CPD.4
		The reputation of Mebel Mandiri influences my purchasing decision.	CPD.5
	Seller Decision	The owner of Mebel Mandiri is very friendly and provides excellent service.	CPD.6
		The personal relationship with the owner or Mebel Mandiri team is good and responsive.	CPD.7
	Purchase Timing Decision	Mebel Mandiri offers flexible purchasing hours that suit my schedule.	CPD.8
	Payment Method Decision	Mebel Mandiri provides various payment options that facilitate transactions.	CPD.9
Digital Marketing (Yazer Nasdini, 2012)	Accessibility	Mebel Mandiri has easily searchable social media accounts.	DM.1
		Mebel Mandiri's social media can be accessed anytime.	DM.2
	Interactivity	I feel comfortable interacting with Mebel Mandiri's customer service through digital (WhatsApp, Instagram, Facebook).platforms	DM.3
		The digital content provided by Mebel Mandiri is highly interactive.	DM.4
	Entertainment	The content and posts on Mebel	DM.5



		Mandiri's social media are informative and engaging.	
		The digital content from Mebel Mandiri is entertaining.	DM.6
	Credibility	I find Mebel Mandiri's product and service information transparent.	DM.7
		I feel secure purchasing Mebel Mandiri's products through digital platforms.	DM.8
	Irritation	Mebel Mandiri has features or content on digital platforms that are not disruptive.	DM.9
		Promotional notifications or messages from Mebel Mandiri do not disturb me.	DM.10
	Informativeness	The digital content and posts from Mebel Mandiri provide sufficient information about their services.	DM.11
		Mebel Mandiri's digital content on social media or websites is highly informative.	DM.12
	Accessibility	Mebel Mandiri's location provides easy access to the store.	L.1
		The road to Mebel Mandiri's location supports large vehicles like delivery trucks.	L.2
Location (Tijptono, 2014)	Visibility	There is a clear sign or banner in front of Mebel Mandiri.	L.3



		Mebel Mandiri's location is easily visible from the main road.	L.4
	Traffic	The traffic volume around Mebel Mandiri is high.	L.5
		The traffic conditions near Mebel Mandiri do not affect visitor comfort.	L.6
	Congestion and Traffic Density	There is no significant congestion around Mebel Mandiri.	L.7
		The traffic density does not prevent customers from visiting.	L.8
	Spacious and Safe Parking	The parking area at Mebel Mandiri is large enough to accommodate many vehicles.	L.9
Brand Equity (Soehadi, (2005))	Leadership	The Mebel Mandiri brand is the primary reference for consumers when choosing furniture.	BE.1
		Mebel Mandiri's brand is strong in leading the local furniture market.	BE.2
	Stability	Mebel Mandiri maintains consistent product quality over time.	BE.3
		Mebel Mandiri's brand withstands market competition well.	BE.4
	Market	Mebel Mandiri's brand has a broad market reach.	BE.5
		Mebel Mandiri's market penetration is strong.	BE.6
	Internationality	Mebel Mandiri's products appeal to	BE.7

		international markets.	
		Mebel Mandiri's brand is easily recognizable abroad.	BE.8
	Trend	Mebel Mandiri's brand keeps up with furniture design and style trends.	BE.9
		Mebel Mandiri's products are relevant to current consumer trends and needs.	BE.10
	Support	Mebel Mandiri provides excellent after-sales service.	BE.11
		Mebel Mandiri offers responsive and helpful customer support.	BE.12
	Protection	Mebel Mandiri's brand has strong protection for product design copyrights.	BE.13
		Purchasing from Mebel Mandiri ensures warranty and quality guarantees.	BE.14
Price Perception (Kotler & Keller, 2008)	Price Affordability	Mebel Mandiri's product prices are affordable for me.	PP.1
		Mebel Mandiri's prices match my financial capability.	PP.2
	Price-Quality Suitability	The price of Mebel Mandiri products aligns with the quality offered.	PP.3
		The material quality and craftsmanship of Mebel Mandiri match the price I pay.	PP.4
	Price Competitiveness	Mebel Mandiri's product prices are more competitive	PP.5

		than similar products in the market.	
		Mebel Mandiri's prices offer better value than competitors.	PP.6
		Compared to other furniture brands, Mebel Mandiri's prices are more attractive to me.	PP.7
	Price-Value Suitability	The price of Mebel Mandiri's products corresponds to the benefits I receive.	PP.8
		The benefits I get from Mebel Mandiri's products are worth the price I pay.	PP.9
		I am satisfied with the value I receive for the price I pay at Mebel Mandiri.	PP.10

Source: Authors' compilation (2025)

## RESULTS AND DISCUSSION

### Demographic of Respondents

In this study, the respondents consisted of 33 consumers of Mebel Mandiri, categorized based on gender, age, residential address, and purchase frequency. Based on gender, the majority of respondents were female, with 21 individuals (63.5%), while male respondents accounted for 12 individuals (36.5%). In terms of age, most respondents were within the 18-40 age range, totaling 21 individuals (63.5%), whereas 12 respondents (36.5%) were between 41-69 years old.

Regarding residential address, the majority of respondents came from outside Wajak Lor Village, totaling 25 individuals (74.2%), while 8 respondents (25.8%) were from within the village. As for purchase frequency, most respondents made two purchases, totaling 16 individuals (48.5%). Meanwhile, 10 respondents (30.3%) made a single purchase, 3 respondents (9.1%) made three purchases, and 5 respondents (15.2%) made more than three purchases. These data indicate that most Mebel Mandiri customers are from outside the village and tend to make multiple purchases.

## Validity and Reliability Test

The validity test results for each statement item across all variables show a Pearson correlation value greater than 0.3440 and a significance value  $< 0.05$ . At the same time, the reliability test has a Cronbach's Alpha value for all variables  $> 0.05$ , ranging from 0.7777 to 0.939. Simultaneously, the reliability test yielded a Cronbach's Alpha value greater than 0.6 for all variables (see Table 2). These results indicate that all statement items in the questionnaire are both valid and reliable.

**Table 2. Validity and Reliability Test Result**

Variables	Validity					Reliability	
	Statement Items	Pearson Correlation	R Table N=30	Sig. Value	Decision	Cronbach's Alpha	Decision
Consumer Purchasing Decisions (Y)	Y.1	0.700	0.3440	0.000	Valid	0.889	Reliable
	Y.2	0.803	0.3440	0.000	Valid		
	Y.3	0.713	0.3440	0.000	Valid		
	Y.4	0.848	0.3440	0.000	Valid		
	Y.5	0.746	0.3440	0.000	Valid		
	Y.6	0.699	0.3440	0.000	Valid		
	Y.7	0.652	0.3440	0.000	Valid		
	Y.8	0.808	0.3440	0.000	Valid		
	Y.9	0.568	0.3440	0.001	Valid		
Digital Marketing (X1)	X1.1	0.706	0.3440	0.000	Valid	0.923	Reliable
	X1.2	0.686	0.3440	0.000	Valid		
	X1.3	0.784	0.3440	0.000	Valid		
	X1.4	0.601	0.3440	0.000	Valid		
	X1.5	0.701	0.3440	0.000	Valid		
	X1.6	0.730	0.3440	0.000	Valid		
	X1.7	0.621	0.3440	0.000	Valid		
	X1.8	0.708	0.3440	0.000	Valid		
	X1.9	0.830	0.3440	0.000	Valid		
	X1.10	0.796	0.3440	0.000	Valid		
	X1.11	0.832	0.3440	0.000	Valid		
	X1.12	0.887	0.3440	0.000	Valid		
Location (X2)	X2.1	0.687	0.3440	0.000	Valid	0.876	Reliable
	X2.2	0.577	0.3440	0.000	Valid		
	X2.3	0.719	0.3440	0.000	Valid		
	X2.4	0.913	0.3440	0.000	Valid		
	X2.5	0.785	0.3440	0.000	Valid		
	X2.6	0.576	0.3440	0.000	Valid		
	X2.7	0.643	0.3440	0.000	Valid		
	X2.8	0.718	0.3440	0.000	Valid		
	X2.9	0.822	0.3440	0.000	Valid		
Brand Equity (X3)	X3.1	0.654	0.3440	0.000	Valid	0.939	Reliable
	X3.2	0.797	0.3440	0.000	Valid		
	X3.3	0.758	0.3440	0.000	Valid		

Validity						Reliability	
Variables	Statement Items	Pearson Correlation	R Table N=30	Sig. Value	Decision	Cronbach's Alpha	Decision
	X3.4	0.810	0.3440	0.000	Valid		
	X3.5	0.889	0.3440	0.000	Valid		
	X3.6	0.847	0.3440	0.000	Valid		
	X3.7	0.813	0.3440	0.000	Valid		
	X3.8	0.777	0.3440	0.000	Valid		
	X3.9	0.627	0.3440	0.000	Valid		
	X3.10	0.687	0.3440	0.000	Valid		
	X3.11	0.799	0.3440	0.000	Valid		
	X3.12	0.679	0.3440	0.000	Valid		
	X3.13	0.842	0.3440	0.000	Valid		
	X3.14	0.424	0.3440	0.014	Valid		
Price Perception (X4)	X4.1	0.548	0.3440	0.001	Valid	0.777	Reliable
	X4.2	0.682	0.3440	0.000	Valid		
	X4.3	0.671	0.3440	0.000	Valid		
	X4.4	0.814	0.3440	0.000	Valid		
	X4.5	0.865	0.3440	0.000	Valid		
	X4.6	0.743	0.3440	0.000	Valid		
	X4.7	0.736	0.3440	0.000	Valid		
	X4.8	0.873	0.3440	0.000	Valid		
	X4.9	0.901	0.3440	0.000	Valid		
	X4.10	0.750	0.3440	0.000	Valid		

Source: Processed data (2025)

### Multicollinearity

The tolerance test results for the four independent variables showed a value greater than 0.10 and a VIF value < 10 (see Table 3). These results indicate that the regression model does not show signs of multicollinearity or that the assumption of non-multicollinearity is met. Thus, the analysis of the four independent variables is valid, and the results can be interpreted to explain the contribution of each variable independently to consumer purchase decisions.

**Table 3. Multicollinearity Test Result**

Variables	Tolerance	VIF
Consumer Purchasing Decisions (Y)	0.232	4.317
Digital Marketing (X1)	0.247	4.050
Location (X2)	0.266	3.765
Brand Equity (X3)	0.362	2.765
Price Perception (X4)	0.232	4.317

Source: Processed data (2025)

### Classical Assumption Test

#### Heteroscedasticity

Heteroscedasticity refers to the unequal variance of residuals from one observation to another. The test results support the assumption of non-heteroscedasticity, as the significance values (Sig.) of all independent variables in the Glejser test are greater than 0.05 ( $p > 0.05$ ) (see Table 4). This indicates that the regression model does not suffer from heteroscedasticity issues, meaning the variance of residuals is homogeneous or constant across the entire range of independent variable values. This finding is significant because it demonstrates that the regression model effectively analyzes the impact of the four independent variables on consumer purchase decisions.

**Table 4. Heteroscedasticity Test**

Variables	Significance Value (2-tailed)
Digital Marketing (X1)	0.128
Location (X2)	0.829
Brand Equity (X3)	0.605
Price Perception (X4)	0.669

Source: Processed data (2025)

### Autocorrelation

Autocorrelation refers to the correlation of residuals from one observation with those from previous observations. The test results confirm the absence of autocorrelation, as the Durbin-Watson (DW) value is 1.922, which falls between the upper limit (dU) of 1.7298 and 4-dU (2.2702) (see Table 5). This indicates that the regression model does not suffer from autocorrelation issues, fulfilling the assumption of independence of residuals. This finding is significant because it demonstrates that the regression model effectively analyzes the impact of the four independent variables on consumer purchase decisions.

**Table 5. Autocorrelation Test**

Variables	Durbin Watson	dL	dU
Digital Marketing (X1)	2.020	1.1927	1.7298
Location (X2)	2.020	1.1927	1.7298
Brand Equity (X3)	2.020	1.1927	1.7298
Price Perception (X4)	2.020	1.1927	1.7298

Source: Processed data (2025)

### Normality

The results of the one-sample Kolmogorov-Smirnov test indicate a p-value of 0.195, which exceeds the significance level of  $\alpha = 0.05$  (see Table 6). This suggests that the residuals meet the assumption of normal distribution. Consequently, this

assumption supports the reliability of the regression analysis in determining the overall effect of independent variables on consumer purchase decisions, thereby facilitating valid conclusions.

**Table 6. Normality Test**

Indication	Residual
N	33
Significance of Kolmogorov-Smirnov Z	0.195

Source: Processed data (2025)

### Multiple Linear Regression

The results of the multiple linear regression test indicate that the regression equation is as follows:

$$Y = 11.849 + 0.332X_1 - 0.084X_2 + 0.067X_3 + 0.241X_4 + \varepsilon$$

These findings suggest the following:

1. The constant value of 11.849 indicates that if all independent variables (Digital Marketing, Location, Brand Equity, and Price Perception) remain constant, consumer purchase decisions would be 11.849.
2. The regression coefficient for Digital Marketing ( $X_1$ ) is 0.332, meaning that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions increase by 0.332 units.
3. The regression coefficient for Location ( $X_2$ ) is -0.084, indicating that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions decrease by 0.084 units.
4. The regression coefficient for Brand Equity ( $X_3$ ) is 0.067, meaning that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions increase by 0.067 units.
5. The regression coefficient for Price Perception ( $X_4$ ) is 0.241, meaning that for every one-unit increase, assuming other variables remain constant, consumer purchase decisions increase by 0.241 units.

These results confirm that Digital Marketing, Brand Equity, and Price Perception have a positive effect on consumer purchase decisions, whereas Location has a negative effect.

**Table 7. Normality Test**

Variabel	Unstandardized Coefficients
	B



(Constant)	11.849
<i>Digital Marketing</i> (X1)	0.332
Location (X2)	-0.084
<i>Brand Equity</i> (X3)	0.067
Price Perception (X4)	0.241

Source: Processed data (2025)

## Hypotheses Testing

### F-Test (Simultaneous)

The results of the F-test (simultaneous test) indicate an F-value of 123.920 with a significance level of 0.000 (see Table 8). Given that the significance value is less than 0.05 and F-value (123.920) is greater than F-table (2.701), it can be concluded that H1 is accepted and H0 is rejected. This confirms that the independent variables Digital Marketing, Location, Brand Equity, and Price Perception simultaneously have a positive and significant effect on consumer purchase decisions.

**Table 8. F Test**

Model	F	Sig.
Regression	123.920	0.000

Source: Processed data (2025)

### T-Test (Partial)

The results of the t-test (partial test) indicate the following findings (see Table 9):

1. Digital Marketing (X1) has a t-value of 2.896 with a significance level of 0.000. Since the significance value is less than 0.05 and t-value (2.896) is greater than t-table (2.048), it can be concluded that H2 is accepted and H0 is rejected, meaning that Digital Marketing has a positive and significant effect on consumer purchase decisions.
2. Location (X2) has a t-value of -1.856 with a significance level of 0.074. Since the significance value is greater than 0.05 and t-value (-1.856) is less than t-table (2.048), it can be concluded that H3 is rejected and H0 is accepted, meaning that Location does not have a significant effect on consumer purchase decisions.
3. Brand Equity (X3) has a t-value of 1.730 with a significance level of 0.095. Since the significance value is greater than 0.05 and t-value (1.730) is less than t-table (2.048), it can be concluded that H4 is rejected and H0 is

accepted, meaning that Brand Equity does not have a significant effect on consumer purchase decisions.

4. Price Perception (X4) has a t-value of 4.284 with a significance level of 0.000. Since the significance value is less than 0.05 and t-value (4.284) is greater than t-table (2.048), it can be concluded that H5 is accepted and H0 is rejected, meaning that Price Perception has a positive and significant effect on consumer purchase decisions.

**Table 9. T Test**

<b>Variabel</b>	<b>t</b>	<b>Sig.</b>
<i>Digital Marketing (X1)</i>	7.063	0.000
<i>Lokasi (X2)</i>	-1.856	0.074
<i>Brand Equity (X3)</i>	1.730	0.095
<i>Persepsi Harga (X4)</i>	4.284	0.000

Source: Processed data (2025)

### **Coefficient of Determination ( $R^2$ )**

The coefficient of determination (Adjusted R Square) test results indicate an Adjusted R Square value of 0.722 (see Table 10). This means that 72.2% of the variability in consumer purchase decisions can be explained by the independent variables: Digital Marketing, Location, Brand Equity, and Price Perception. The remaining 27.8% is influenced by factors outside the research model. These results demonstrate that the regression model has a strong explanatory power in describing the relationship between the independent and dependent variables.

**Table 10. Coefficient of Determination Test**

<b>Model</b>	<b>Adjusted R Square</b>
1	0.722

Source: Processed data (2025)

### ***The Impact of Digital Marketing, Location, Brand Equity, and Price Perception on Consumer Purchase Decisions***

The simultaneous hypothesis test results show that digital marketing, location, brand equity, and price perception significantly influence consumer purchasing decisions, leading to H0 rejection and H1 acceptance. This indicates that Mebel Mandiri consumers are influenced by external factors, particularly intensive digital marketing and social media promotions, which effectively drive purchasing behavior.

Social media exposure plays a key role in shaping consumer perceptions, creating a sense of urgency to buy trending or widely used products. This often leads

to impulsive purchasing decisions, reflecting the broader phenomenon of consumers seeking to stay relevant with market trends.

These findings support Philip Kotler's marketing management theory, which explains how individuals, groups, and organizations make purchasing decisions based on their needs and wants.(Agustina Shinta, 2011) Consumer purchasing decisions at Mebel Mandiri are influenced by digital marketing, location, brand equity, and price perception, alongside broader factors such as demographics, psychology, economy, and technology.

These findings align with previous research by Hayati Ramadhani and Nova Anggrainie, which highlights the impact of price perception, brand equity, viral marketing, brand ambassadors, product reviews, and customer relationships on purchasing decisions, particularly for Skintific skincare products on TikTok Shop.(Hayati Ramadhani, 2023). Another study by Hafizh Muzakki also found that, simultaneously, brand equity, price perception, and product quality influence purchasing decisions.(Muzaki, 2021)

In conclusion, although there are variations in the influence of each variable, overall, digital marketing, location, brand equity, and price perception significantly contribute to consumer purchasing decisions at Mebel Mandiri. This indicates the need for the company to optimize these strategies holistically to boost sales.

### ***The Impact of Digital Marketing on Consumer Purchase Decisions***

The partial hypothesis test confirms that digital marketing has a positive and significant effect on consumer purchase decisions, leading to H2 acceptance and H0 rejection. This highlights the importance of optimizing social media platforms like Instagram, WhatsApp, and Facebook, creating engaging content, and implementing consistent online promotions. Effective digital marketing enhances consumer access to product information, improves brand perception, and fosters interactive experiences, ultimately driving higher purchase decisions.(Putri & Marlien, 2022)

Digital marketing itself plays a crucial role in influencing consumer purchase decisions, making its indicators valid and impactful. The results of this study align with Novianti's theory, as cited in Prisma Miardi Putri and R.A. Marlien, which states that the better the digital marketing strategy, the higher the likelihood of increasing consumer purchase decisions.(Wijayanti et al., 2024)

This research aligns with Neri Wijayanti et al., who found that digital marketing enhances the competitiveness of furniture MSMEs in Kunti Village, contributing to

local economic growth. Similarly, Meisa Faiza Aulia et al. concluded that adopting an Information Management System (SIM) and optimizing digital marketing strategies significantly increased sales turnover for Aneka Jaya Furniture MSMEs. (Aulia et al., 2024)

To enhance digital marketing effectiveness, companies can expand marketing reach, create consumer-oriented content, use targeted paid ads, and apply SEO techniques. These strategies help boost consumer purchase decisions and strengthen Mebel Mandiri's market competitiveness.

### ***The Impact of Location on Consumer Purchase Decisions***

The partial hypothesis test shows that location (X2) does not significantly influence consumer purchase decisions, leading to H3 rejection and H0 acceptance. The shift toward online shopping has reduced the impact of physical accessibility. To adapt, Mebel Mandiri should prioritize digital marketing, improve product quality, ensure competitive pricing, and enhance the online shopping experience to expand its market reach despite location limitations. (Erwin dkk, 2024)

Respondent analysis confirms that location does not significantly affect purchasing decisions, as consumers prioritize product quality over physical accessibility. This finding contradicts Belch & Belch's theory, which emphasizes the role of direct interactions in influencing purchases. (Ekasari & Putri, 2021) Supporting this conclusion, Ratna Ekasari & Triliana Aprilia Putri found that location had no significant effect on purchase decisions at UD. Bagus Jaya Meubel. Similarly, Debby Cynthia, Haris Hermawan, and Ahmad Izzudin confirmed that location is not a crucial factor in consumer buying behavior. (Cynthia et al., 2022)

In this case, although Mebel Mandiri is located in a narrow alley that may limit accessibility for some consumers, this factor does not substantially impact their purchasing decisions. Instead, other elements such as digital marketing and product quality hold greater importance in attracting customers.

### ***The Impact of Brand Equity on Consumer Purchase Decisions***

The partial hypothesis test confirms that brand equity (X3) does not significantly influence consumer purchase decisions, leading to H4 rejection and H0 acceptance. Respondent analysis shows that brand equity indicators, such as brand association, have little impact on purchasing decisions at Mebel Mandiri. Consumers prioritize competitive pricing and product quality over brand reputation, making brand

equity less relevant in their decision-making process.(Nyoman Dwika Ayu Amrita, 2024).

This finding contradicts Aaker's theory, which suggests that strong brand equity influences consumer preferences, loyalty, and willingness to pay premium prices. However, it aligns with Tegar Alfis Ramadhan et al., who found that brand equity did not significantly impact iPhone purchases in Solo Raya. Similarly, Supranto and Limakrisna, as cited by Kasman Pandiangan et al., also concluded that brand equity does not influence purchase decisions.(Tegar Alfis Ramadhan et al., 2023)

While brand equity supports brand reputation, it is not a key factor in Mebel Mandiri's consumer purchases. Consumers prioritize product quality, pricing, and purchasing experience. Therefore, Mebel Mandiri should strengthen brand equity while focusing on product quality, customer service, and attractive promotions to boost purchase decisions.(Pandiangan et al., 2021).

### **The Impact of Price Perception on Consumer Purchase Decisions**

The partial hypothesis test confirms that price perception (X4) has a positive and significant effect on consumer purchase decisions, leading to H5 acceptance and H0 rejection. Consumers are more likely to purchase when they perceive the price as fair and aligned with product quality and benefits. A well-perceived price enhances consumer confidence and encourages purchasing decisions.(I Gede Golden Aditya, 2024)

This study supports Schiffman and Kanuk's theory, as cited by I Gede Golden Aditya and Ni Nyoman Kerti Yasa, which states that price perception enhances purchase intentions, perceived value, and repeat purchases. Similarly, Daffa Iddo Athala and Ali Maskur found that price perception significantly influenced purchase decisions at Cahaya Mebel Semarang. Additionally, Mohamad Dandi Nursholikin confirmed that price perception plays a crucial role in purchasing behavior.(Athala, 2023)

These results highlight the importance of balancing price and product quality. Competitive pricing that reflects product value can strengthen consumer confidence and drive purchases. Therefore, Mebel Mandiri should maintain a transparent and fair pricing strategy while continuously improving product quality to enhance consumer purchase decisions.(MOHAMAD DANDI NURSHOLIKIN, 2022)

## CONCLUSION

Based on the research findings, it can be concluded that digital marketing and price perception significantly influence consumer purchasing decisions in the furniture industry, particularly at Mebel Mandiri. Meanwhile, location and brand equity do not have a significant impact on purchasing decisions. Collectively, these four variables contribute 72.2% to purchasing decisions, with the remaining 27.8% influenced by other factors.

This study highlights the crucial role of digital marketing strategies and competitive price perception in enhancing consumer purchase intentions. Businesses, especially SMEs, should focus on improving interactive and credible digital content while ensuring that product prices align with perceived benefits. By doing so, they can attract more consumers and strengthen their market position.

Furthermore, this research underscores the importance of digital transformation in the business sector, particularly in fostering fair competition and sustainable economic development. Effective digital marketing implementation can expand market reach, increase brand awareness, and enhance consumer trust, ultimately driving business growth and job creation. This study provides valuable insights for businesses, policymakers, and researchers in understanding consumer behavior and developing strategies that align with the evolving market landscape.

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