International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)

International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS Journal) | ISSN (e): 2808-4713
Volume 6 No. 6 (2026)

THE EFFECT OF DIGITAL MARKETING AND BRAND IMAGE ON PURCHASING DECISIONS FOR UMKM MANISAN BUNDA KEMBAR PRODUCTS

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Received: 04//08/2026 | **Revised:** 15/08/2026 | **Accepted:** 02/09/2026 | **Published:**04/11/2026

Abstract

This study aims to test and analyze the effect of digital marketing and brand image on purchasing decisions for UMKM Manisan Bunda Kembar products. The background of this problem is driven by a drastic decrease in sales volume by 37.93% in 2025, which is indicated by the weakening effectiveness of digital promotions and a decline in brand image following operational constraints. This research uses a quantitative approach with primary data collected through questionnaires. The population in this study involves all customers of UMKM Manisan Bunda Kembar. The sample was drawn using a purposive sampling technique, selecting 100 respondents who had made a purchase more than twice. The data were analyzed using multiple linear regression with the assistance of SPSS software, preceded by instrument testing validity and reliability and classical assumption tests. The partial (t-test) and simultaneous (F-test) test results indicate that digital marketing and brand image have a significant effect on purchasing decisions for UMKM Manisan Bunda Kembar products.

Keywords: Digital Marketing, Brand Image, Purchasing Decisions.

INTRODUCTION

In the era of globalization and rapid digitalization, the Fast-Moving Consumer Goods (FMCG) industry, particularly the food and beverage (F&B) sector, has emerged as a primary pillar driving the national economy. The high market demand for snack products has fostered a highly competitive landscape. Consequently, business entities, including UMKM, are compelled to adapt to digital marketing technologies to sustain their market share. A specific situational analysis of the UMKM Manisan Bunda Kembar, a local enterprise producing eight snack variations, with Basreng as its flagship product reveals a concerning condition. Despite a previously impressive growth trajectory with a production capacity exceeding one ton per day, the enterprise experienced a drastic sales volume decline of 37.93% in 2025, equating to a potential sales loss of 11,000 kg. The root cause of this downturn stemmed from weak internal financial management, which disrupted operational efficiency and triggered stockouts during periods of high demand. This accumulation of negative consumer experiences ultimately undermined two fundamental pillars of the business: the erosion of consumer trust, which damaged the brand image, and the neglect of digital marketing activities, as management focus shifted toward resolving internal turmoil.

The urgency of addressing this issue is paramount. Amid the emergence of new competitors offering similar products, the UMKM Manisan Bunda Kembar is at risk of sustaining continuous financial losses and permanently losing its market share if corrective measures are not implemented immediately. As a practical application of academic expertise in Digital Business Management, the rationale for this community service program is grounded in the urgent need to rescue the partner's operational stability and restore its digital competitiveness. Relevant literature supports this intervention strategy. The implementation of digital marketing is highly essential, as social media and the internet currently serve as primary gateways guiding the consumer journey toward purchasing decisions (Alnaim & Albarq, 2023). Furthermore, brand image represents consumer perception and confidence; a positive brand image fosters brand trust, ultimately cultivating consumer loyalty and preference for the product over competitors (Ajijah et al., 2023).

Based on these circumstances, the objective of this community service program is to revitalize the effectiveness of digital marketing and restore the brand image of the UMKM Manisan Bunda Kembar to stimulate consumer purchasing decisions. The proposed problem-solving plan to be implemented includes: (1) evaluating and restructuring promotional activities and customer interactions on digital platforms, (2) providing assistance in brand

image recovery through service improvements and operational consistency, and (3) delivering strategic business management education to synergize digital campaigns with sound management practices, thereby optimally increasing purchasing decisions for Manisan Bunda Kembar products.

LITERATURE REVIEW

Purchasing Decisions

According to Nasution (2023), a Purchasing Decisions is a problem solving activity conducted by individuals in selecting an appropriate behavioral alternative from two or more options. This decision is considered the most appropriate action in purchasing after going through the stages of the decision-making process. According to Chen & Dedy Lazuardi (2023), a purchasing decision is a process that buyers go through to choose one product from various possibilities by considering the advantages and disadvantages of each option.

Meanwhile, according to Ihdina Gustina & Dedy Lazuardi (2022), a purchasing decisions is a problem-solving process that includes analyzing needs and wants, searching for information, evaluating sources of alternative purchase options, the purchasing decisions itself, and post-purchase behavior. According to Subairi et al. (2026), a purchasing decisions is a situation and condition where customers determine whether they want to buy the product offered by the producer or not.

According to Rahma Safitri Lubis et al. (2026), a purchasing decisions is a part of consumer behavior that describes the process of individuals or groups in making choices to buy and use a product or service to fulfill their needs and desires.

Based on the perspectives of these experts, purchasing decisions can be defined as a systematic problem-solving process within consumer behavior, wherein individuals or groups evaluate various alternatives before making a final choice. This process is not a spontaneous act, but rather a series of rational stages beginning with need recognition, information search, evaluation of the advantages and disadvantages of each option, the purchase decision itself, and concluding with post-purchase evaluation. Ultimately, this final decision is undertaken as the most appropriate course of action by consumers to acquire products or services that optimally satisfy their needs and desires.

According to Budiono & Siregar, (2023), the indicators of a purchasing decisions are as follows:

1. The desire to buy a product.
2. The desire to use a product.
3. Prioritizing the purchase of a product.

Digital Marketing

According to Willia et al. (2025), digital marketing is an internet-based marketing and promotional technique that relies on real-time, personalized, and relevant interactions between businesses and customers. Napawut et al. (2022) state that digital marketing is built upon a series of strategic activities operated through electronic channels. Specifically, this strategy encompasses the delivery of marketing content and the execution of electronic promotions (e-promotion) to attract audience attention.

Meanwhile, Alnaim & Albarq (2023) state that digital marketing is a form of strategic advertising focused on utilizing the internet and electronic media to effectively reach customers. This approach is considered to play a highly essential role in guiding the interaction flow or consumer journey in the modern era. Maktita & Panjaitan (2023) assert that digital marketing is a crucial marketing technique that facilitates companies in reaching a vastly larger consumer segment. The utilization of this technique significantly assists businesses in distributing product-related information and promotional programs directly to customers' digital devices flexibly, anytime and anywhere.

According to Winkok et al. (2023), digital marketing is a proactive effort that integrates various digital devices and media to establish online communication channels with prospective customers. The implementation of this marketing method is highly favored by the business sector as it provides ease of interaction and transactions without being constrained by geographical boundaries or operational hours, while simultaneously expanding market reach significantly.

Based on the perspectives of these experts, digital marketing can be summarized as a proactive, internet- and electronic media-based marketing and promotional strategy aimed at establishing interactive, personalized, and real-time communication between companies and customers. Through content delivery (content marketing) and online advertising, this approach enables businesses to distribute product information and promotional offerings directly to consumers' devices anytime and anywhere. Essentially, digital marketing serves as a primary instrument in the

modern era to guide the consumer journey, facilitate flexible interactions and transactions, and effectively reach massive market segments without being constrained by spatial or temporal barriers.

According to Budiono & Siregar (2023), the indicators of digital marketing are as follows:

1. Accessibility
2. Interactivity
3. Trust
4. Informativeness

Brand Image

According to Ajijah et al. (2023), brand image is the perception or belief of consumers accumulated through experience, exposure to information, and subjective assessment of a brand. A positive brand reputation embedded in consumers' minds will create brand trust, which directs their preferences to choose that product over competitors. Rahmatika, A., & Indiani (2024) state that this collection of impressions is heavily influenced by consumers' knowledge and empirical experiences when using the product, where fluctuations in brand image directly correlate with the level of purchase intention.

Belan dan Husda (2024) state that brand image is an opinion regarding a product's service and is expressed through brand associations in the consumers' minds. Abdelmeguid et al. (2024) mention that brand image plays a vital role in forming the core identity or basic character of a brand. This identity, in turn, influences how the brand's narrative is widely received and perceived by consumers. Meanwhile, according to Rahma Safitri Lubis et al. (2026), brand image is the perception and belief held by consumers, which is reflected in the form of associations within the consumers' memory regarding a brand.

Based on the perspectives of these experts, brand image can be summarized as a collection of perceptions, beliefs, opinions, and impressions embedded in consumers' minds in the form of memory associations toward a brand. This image does not emerge spontaneously; rather, it is shaped through the accumulation of empirical experiences, knowledge, information exposure, and the fundamental character (core identity) of the brand itself. Essentially, brand image plays a highly vital role; an established positive reputation not only fosters brand trust and determines how the brand is received by the market, but also directly guides consumer preferences over competitors and influences their purchase intention.

According to Viedy, Eunike Virginia Lombok & L (2022), the indicators of brand image are as follows:

1. Corporate Image
2. User Image
3. Product Image

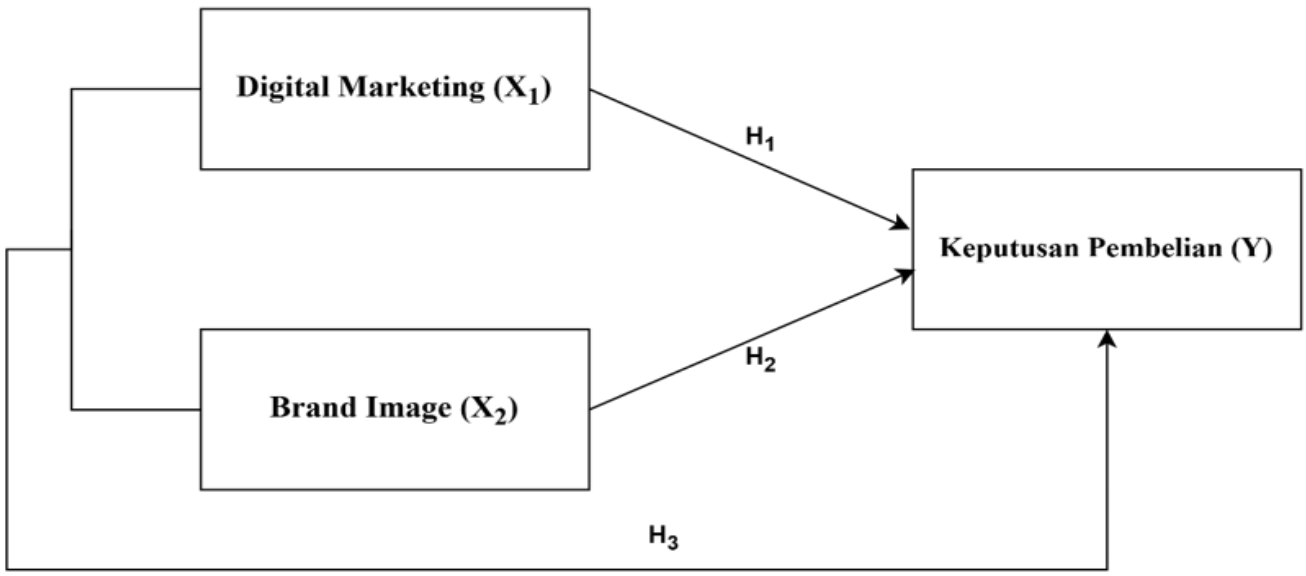


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:
H1 : Digital marketing partially has a positive effect on purchasing decisions.
H2 : Brand image partially has a positive effect on purchasing decisions.
H3 : Digital marketing and brand image simultaneously have a significant effect on purchasing decisions.

METHOD

This study employs a quantitative method with descriptive and associative approaches. The primary subjects of this study are UMKM Manisan Bunda Kembar and its customers. Respondents were selected using a purposive sampling technique, targeting 100 consumers who have purchased the products at least twice.

The main tools and materials include a structured questionnaire, supporting literature, and SPSS software. The questionnaire was designed based on variable indicators and measured using a Likert scale (1-5). The instrument's performance was evaluated through validity and reliability tests on a trial sample of 30 respondents to ensure data accuracy and consistency. Data collection was conducted through the distribution of questionnaires, field observations regarding the UMKM's operations and digital interactions, and literature reviews.

The data analysis techniques were carried out systematically, including Classical Assumption Tests (normality, multicollinearity, and heteroscedasticity). Furthermore, Multiple Linear Regression Analysis, partial (t-test) and simultaneous (F-test) hypothesis testing, and the Coefficient of Determination (R^2) test were conducted to measure the magnitude of the effect of digital marketing and brand image on purchasing decisions.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Digital Marketing, Brand Image, Purchasing Decision

No.	Indicator	r-count	r-table	Description
1	X1.1	0,770	0,361	VALID
	X1.2	0,851	0,361	VALID
	X1.3	0,846	0,361	VALID
	X1.4	0,809	0,361	VALID
	X1.5	0,662	0,361	VALID
	X1.6	0,759	0,361	VALID
	X1.7	0,769	0,361	VALID
	X1.8	0,824	0,361	VALID
2	X2.1	0,778	0,361	VALID
	X2.2	0,815	0,361	VALID

	X2.3	0,801	0,361	VALID
	X2.4	0,846	0,361	VALID
	X2.5	0,755	0,361	VALID
	X2.6	0,793	0,361	VALID
3	Y1	0,911	0,361	VALID
	Y2	0,856	0,361	VALID
	Y3	0,787	0,361	VALID
	Y4	0,815	0,361	VALID
	Y5	0,856	0,361	VALID
	Y6	0,919	0,361	VALID

Sources : SPSS version 27 (2026)
Based on Table 1.the results of the validity test above show that all statement items are > r table 0,361, so they are hereby declared valid/legitimate

Table 2. Reliability Test Results Digital Marketing, Brand Image, Purchasing Decision

No.	Variabel	Alpha Cronbach	Description
1	Digital Marketing	0,910	RELIABLE
2	Brand Image	0,884	RELIABLE
3	Purchasing Decision	0,914	RELIABLE

Sources : SPSS version 27 (2026)
It is known that the Cronbach's alpha value for all research variables of digital marketing, brand image, and purchasing decision > 0,60, so it can be said that the results of the reliability test for all variables are reliable.

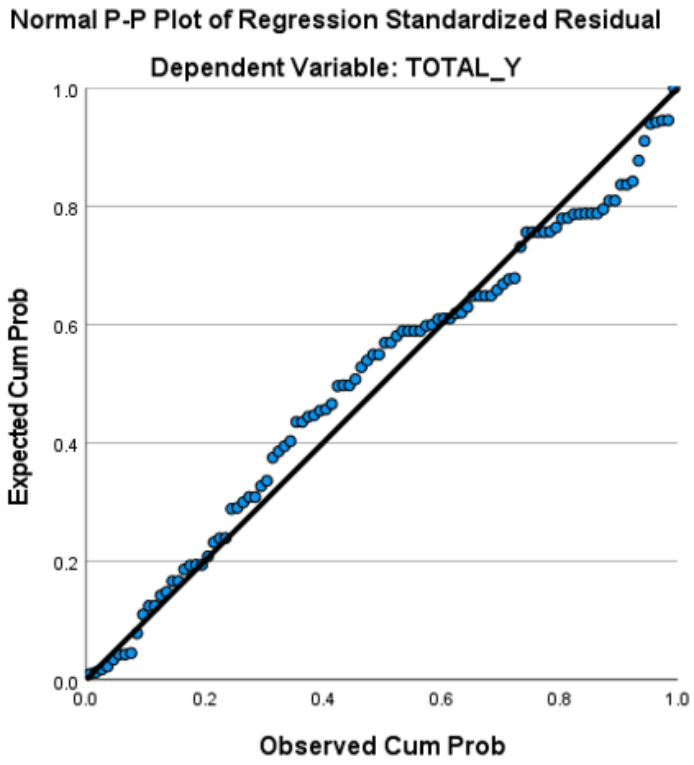


Figure 2.
Results of the Normality Test

Sources : SPSS version 27 (2026)

The Normal P-P Plot graph clearly shows that the data points are densely scattered around the diagonal line, following its path from the bottom-left to the top-right. This distribution of data points, which clusters closely and does not deviate significantly from the diagonal line, proves that the residual values of the regression model are normally distributed.

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Digital Marketing	2.405	2.405
Brand Image	2.405	2.405

Sources : SPSS version 27 (2026)

It is known that the results of the multicollinearity test for the employee adaptibility, compensation, safety knowledge variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

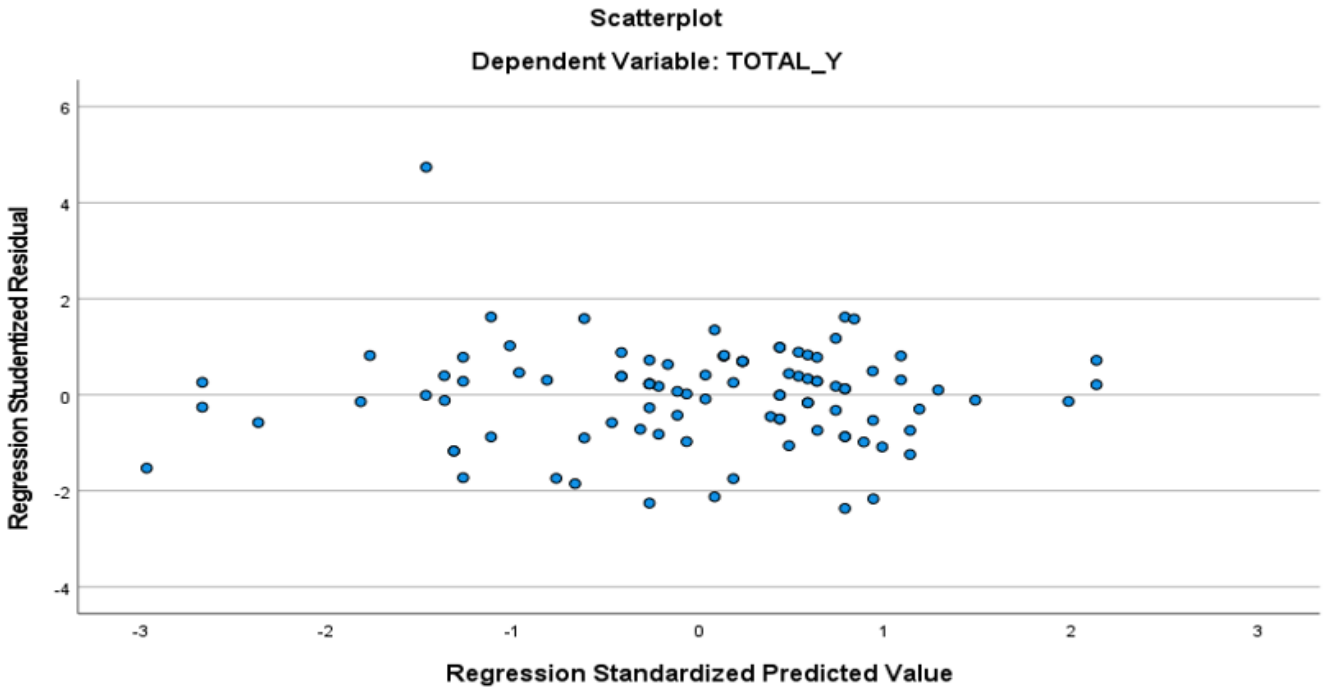


Figure 3.
Results of the Heteroscedasticity Test

Sources : SPSS version 27 (2026)
The distribution of the data points, which does not form any regular pattern, indicates that the regression model does not suffer from heteroscedasticity problems. Therefore, it can be concluded that the regression model meets the assumption of non-heteroscedasticity. This result demonstrates that the established linear regression model is suitable for predicting the dependent variable of purchase decision.

Table 4. Multiple Linear Regression Test Result

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.362	2.048		1.642	.104
	Digital Marketing	.316	.094	.364	3.354	.001
	Brand Image	.420	.112	.406	3.733	.000
a. Dependent Variable: Purchasing Decision						

Sources : SPSS version 27 (2026)

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Based on the multiple linear regression analysis results in Table 4, the following regression equation is obtained:

$$\mathbf{Y = 3{,}362 + 0{,}316X1 + 0{,}420X2 + e}$$

Based on this equation, the following explanations can be made :

1. The constant value (a) of 3.362 indicates that if the Digital Marketing (X1) and Brand Image (X2) variables are assumed to be zero (0), the level of Purchase Decision (Y) for UMKM Manisan Bunda Kembar products is 3.362 units.
2. The regression coefficient for X1 (b1) of 0.316 implies that every one-unit increase in Digital Marketing will result in a 0.316-unit increase in the Purchase Decision, assuming the Brand Image variable remains constant. The positive sign indicates a direct (positive) relationship between the variables.
3. The regression coefficient for X2 (b2) of 0.420 implies that every one-unit increase in Brand Image will result in a 0.420-unit increase in the Purchase Decision, assuming the Digital Marketing variable remains constant. The positive sign indicates a direct (positive) relationship between the variables.

Table 5. Partial Test Results (t-Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.362	2.048		1.642	.104
	Digital Marketing	.316	.094	.364	3.354	.001
	Brand Image	.420	.112	.406	3.733	.000
a. Dependent Variable: Purchasing Decisions						

Sources : SPSS version 27 (2026)

Based on the table 5 above, the results of the partial test (t-test) can be explained as follows :

1. Hypothesis 1 (H1) Testing: Based on the Coefficients table, the calculated t-value for the Digital Marketing variable is 3.354 with a significance value of 0.001. Since the significance value (0.001) is less than 0.05 and the regression coefficient is positive (0.316), H1 is accepted. This proves that Digital Marketing has a positive and significant partial effect on Purchase Decision.
2. Hypothesis 2 (H2) Testing: The calculated t-value for the Brand Image variable is 3.733 with a significance value of 0.000. Since the significance value (0.000) is less than 0.05 and the regression coefficient is positive (0.420), H2 is accepted. This proves that Brand Image has a positive and significant partial effect on Purchase Decision.

Table 6. Simultaneous Test Results (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	437.147	2	218.574	53.290	.000[b]
	Residual	397.853	97	4.102		
	Total	835.000	99			

Sources : SPSS version 27 (2026)

Based on the table 6 above, the calculated F-value is 53.290 with a significance value of 0.000. Since the significance value (0.000) is less than 0.05, H3 is accepted. Therefore, it can be concluded that Digital Marketing (X1) and Brand Image (X2) simultaneously have a significant effect on the Purchase Decision (Y) for UMKM Manisan Bunda Kembar products.

Table 7. Results of the Coefficient of Determination test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724[a]	.524	.514	2.025
a. Predictors: (Constant), Brand Image, Digital Marketing				
b. Dependent Variable: Purchasing Decisions				

Sources : SPSS version 27 (2025)

Based on Table 7 above, the correlation coefficient (R) obtained is 0.724, indicating a strong relationship between the independent and dependent variables. The R Square value is 0.524. This demonstrates that the Digital Marketing and Brand Image variables simultaneously account for 52.4% of the variance in the Purchase Decision. Meanwhile, the remaining 47.6% (100% - 52.4%) is influenced or explained by other variables not examined in this research model, such as price, service quality, packaging, or conventional promotion.

CONCLUSION

Based on the results of the data analysis, hypothesis testing, and the discussion presented, the following conclusions can be drawn

1. Digital marketing partially has a positive and significant effect on purchasing decisions for UMKM Manisan Bunda Kembar products (t-value 3.354 > t-table; sig. 0.001 < 0.05). The effective implementation of digital marketing is directly proportional to an increase in consumer purchasing decisions.
2. Brand image partially has a positive and significant effect on purchasing decisions for UMKM Manisan Bunda Kembar products (t-value 3.733 > t-table; sig. 0.000 < 0.05). A strong and positive brand image will directly increase consumer purchasing decisions.
3. Simultaneously, digital marketing and brand image are proven to have a significant effect on purchasing decisions (F-value 53.290 > F-table; sig. 0.000 < 0.05). Based on the coefficient of determination test, these two variables contribute 52.4% to purchasing decisions, while the remaining 47.6% is influenced by other factors outside the scope of this study, such as price and service quality.

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Based on the research conclusions, the following recommendations are proposed for UMKM Manisan Bunda Kembar:

1. Digital Marketing Optimization. Activating and managing social media platforms consistently by improving communication responsiveness and routinely providing information regarding product availability to rebuild online interactions with consumers.
2. Brand Image Restoration. Improving internal managerial governance, particularly supply chain management with suppliers, to prevent out-of-stock situations in order to restore customer trust and corporate image.
3. Enhancement of Purchasing Decisions. Organizing attractive digital promotional programs, such as offering special discounts or bundling packages, to stimulate curiosity and purchase intention among prospective new customers.

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