The Influence of Digital Marketing and Product Design on Purchasing Decisions for Suseno Banana Chips Products

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ARTICLE INFO	ABSTRACT
	This study aims to determine the influence of digital marketing and product design on purchasing decisions for Suseno banana chips in Bandar Lampung. The background of this research is based on the increasing competition in the snack food industry, particularly in banana chip products. The research method used is quantitative. The data used are primary data obtained directly by the researcher through questionnaires involving 98 respondents, determined using the Slovin formula. The sample was taken using a non-probability sampling technique with a purposive sampling approach. The data analysis techniques include validity test, reliability test, normality test, multicollinearity test, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results show that both digital marketing and product design have a significant influence on purchasing decisions, both partially and simultaneously. Digital marketing has a more dominant influence compared to product design. These findings highlight the importance of integrating relevant digital marketing strategies and product design to enhance competitiveness and drive consumer purchasing decisions.
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INTRODUCTION

In recent years, the development of the business world especially in the food industry, has shown rapid improvement competition between producers, including banana chips (Farishi et al., 2023). Competitors in the banana chips market, both small and medium scale, Both small and large companies are increasingly developing various strategies to increase the competitiveness of their products. Therefore, it is important for Suseno banana chips to develop the right competitive strategy. especially by utilizing *digital marketing.* Digital marketing strategies are one of the main approaches to reaching consumers widely. (Alam et al., 2025). This can also directly build as well as strengthening the brand, the impact will be able to encourage customer purchasing decisions (Septiani & Warganegara, 2025). Currently, there are two highly influential

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digital platforms: Shopee and Instagram. According to (Ismulyana Djan, 2020), in the context of e- commerce like Shopee, the convenience of direct transactions can strengthen trust and improve purchasing decisions. Meanwhile, Instagram is used as a medium to build a brand. Awareness and engagement with consumers. Through the features provided, businesses can build emotional connections with consumers. Suseno banana chips in Bandar Lampung, for example, reach a wider consumer base and enhance their brand. awareness despite facing increasingly fierce competition with competitors (Ardani, 2022) .

However, *digital marketing* isn't the only factor influencing purchasing decisions. Product design also plays a crucial role in attracting consumers. Attractive, innovative, and market-focused product design can increase appeal. a product. Consumers are not only interested in the function of the product, but also in how the product packed and served (Hananto, 2021) . Especially in the digital world, consumers have expectations high regard for product ease of use and enjoyable user experience, whether in the form of applications, hardware, or even digital services (Devi Lestari et al., 2022) . This also applies to packaging. Suseno banana chips, which must be designed to be easily accessible, attractive, and responsive to changing trends so that consumers feel more comfortable when buying them.

Suseno Banana Chips are well known among the people of Bandar Lampung, however there are still some obstacles in increasing competitiveness in the digital era. In comparison, there are local competitors such as Arka Jaya Banana Chips which have succeeded build a stronger digital presence. By 2024, Arka Jaya is expected to have 20,000 followers on Shopee and 1,000 followers on Instagram. This achievement demonstrates The effectiveness of the digital strategy implemented. Meanwhile, Suseno banana chips have a relatively low number of followers, with 179 followers on Instagram and 73 followers on Shopee. On the other hand, the packaging design of Suseno banana chips is quite impressive. Still It tends to be simple and hasn't kept up with emerging visual trends in the market. This makes the product less prominent compared to similar competitors who have adapted it. modern and more attractive packaging. With the presence of competitors who continue to innovating, Suseno banana chips products facing problems in adapting digital marketing strategies and product designs to remain competitive and attract consumers ' attention.

The results of research conducted by (Wilis & Faik, 2022) explain that *digital marketing* has a significant influence on purchasing decisions. Meanwhile, the results differ found by (Zakiyah & Hariasih, 2023) that *digital marketing* does not have influence on purchasing decisions. For the product design variable, the

results of the study (Sinaga et al., 2023) have an influence on purchasing decisions while the results are different discovered by (Hananto, 2021) who found that product design did not have a significant influence on purchasing decisions.

Based on the background above, this study aims to determine The influence of digital marketing and product design on purchasing decisions for Suseno banana chips.

Digital marketing

According to (Putri & Marlien, 2022) , *digital marketing* refers to the use of digital technology and internet- based platforms to promote products or services to consumers. This strategy includes various communication channels, such as websites and digital advertising to reach consumers. wider audience. According to (Yazer Nasdini, 2012) in (Aryani, 2021) There are several indicators of digital marketing, namely accessibility, interactivity, *entertainment, credibility, and* informativeness. According *to* (Tam & Lung, 2025), digital marketing has emerged as a force not just a communication tool, but a strategic element that enables company succeed reach a competitive global market. Social media plays a role plays an important role in influencing consumer purchase intentions because it is interactive and allows emotional engagement between brands and consumers (Pei, 2024) . Previous research (Septiani & Warganegara, 2025) "The Influence of Digital Marketing and Brand Awareness on Purchasing Decisions at Mote-Mote in Bandar Lampung" found that the activity digital marketing will result in purchasing decisions. Based on these studies, the first hypothesis proposed is in this study, namely H1. Digital *marketing has a* positive and significant influence on purchasing decisions for Suseno Banana Chips products.

Product design

Product design refers to the process of designing and developing physical, functional and aesthetic aspects from A product with the aim of fulfilling consumer needs and desires. Product design includes several indicators, namely shape, features, quality suitability, durability, reliability, style, and convenience repair (Kotler & Keller, 2015) . According to (Mridha et al., 2023) innovation in design can increase the visual appeal of a product and consumer preference. consumer aesthetics, which ultimately has an impact positive on purchasing decisions. Additionally, (Quan et al., 2023) emphasize the importance of a data- driven product design approach. By leveraging data from product reviews, images, and consumer preferences, companies can identify Real-time market trends and needs enable the development of product designs that are more responsive and relevant to consumer demand. Previous research

(Saptaria, 2022) found that product design has a significant positive effect on product purchasing decisions. Based on the aforementioned research, the second hypothesis proposed is in this study, namely H2. Product design has a positive and significant influence on the purchasing decision of Suseno Banana Chips products.

Buying decision

According to (Pranawa & Abiyasa, 2019) Purchasing decisions are a process of evaluating various alternative choices, as well as selecting one or more alternatives that are needed based on certain considerations by consumers. There are four indicators of purchasing decisions, namely stability buy after know product information, decide buy because the most preferred brand, buy because it suits your wishes and needs, buy because they received recommendations from other people (Kotler & Armstrong, 2012) . Previous research (Dwivedi et al., 2021) highlighted that digital transformation expands business opportunities globally, where digital interactivity and data-driven personalization have been shown to increase consumer purchase intentions and behavior in e- commerce. According to (Xu et al., 2024) consumers make decisions purchase and make purchasing actions based on the information they have obtained on digital platforms. The results of previous research (Sucita & Yulianthini, 2023) entitled "The Influence of Social Media Marketing, Word of Mouth and Product Design on Consumer Purchasing Decisions at Dana Iswara Dulang" shows that the independent variables of social media marketing and product design have a significant impact on purchasing decisions. Therefore, the third hypothesis proposed is H3. Digital *marketing* and product design have a positive and significant influence on purchasing decisions for Suseno Banana Chips products.
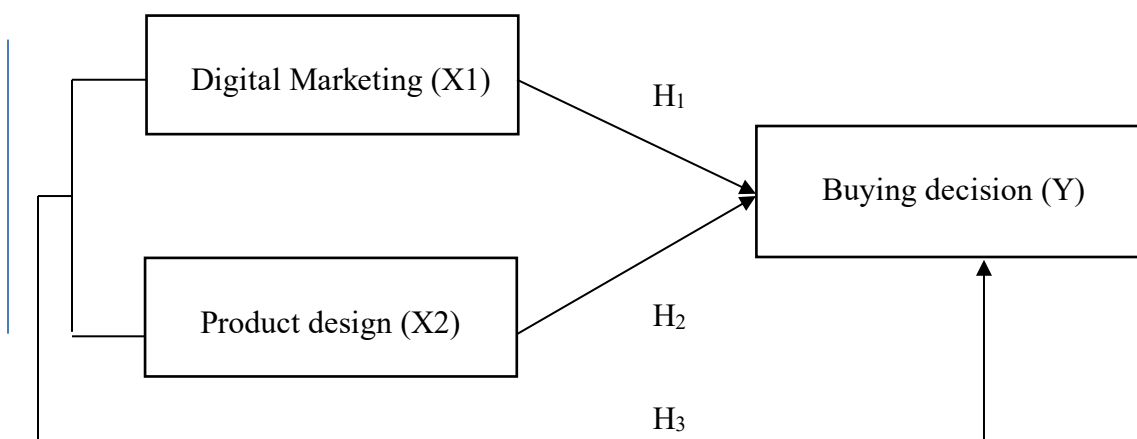

Figure 1
Conceptual Framework

RESEARCH METHODE

The methodology used in this research is quantitative. The type of data used in this research is primary data, which is obtained directly from respondents through a questionnaire. The population of this study was consumers who purchased Suseno Banana Chips products. in the period from January 2024 to December 2024, which is estimated totaling approximately 3,600 people. The sample size was determined using the Slovin formula with a margin of error of 0.001. of 10% with a final result of 97.3 which was rounded up to 98 respondents as a sample. Sampling technique In this study, a non-probability sampling technique with a purposive sampling approach was used. Data collection was carried out using a questionnaire method with a Likert scale measurement which was categorized as follows: 5 = Very Agree (SS), 4 = Agree (S), 3 = Neutral (N), 2 = Disagree (TS), 1 = Strongly Disagree (STS). Data analysis used quantitative analysis test, validity test, and reliability test. Data analysis techniques include classical assumption test, multiple linear regression, t test, f test, and coefficient of determination (R2).

RESULT AND DISCUSSION

The survey was conducted using a questionnaire in the form of a statement and distributed via Google. The questionnaire was distributed to the population or sample in this study, consisting of customers who had purchased Suseno banana chips. The researcher summarized 98 respondents' responses to the questionnaire to enable deeper data analysis in this study.

Validity Test

Table 1.
Validity Test Results

Variables	Question	r_{count}	r_{table}	Condition	Conclusion
Digital Marketing (X1)	XI.1	0.772	0.361	$r_{count} > r_{table}$	Correct
	X1.2	0.648	0.361	$r_{count} > r_{table}$	Correct
	X1.3	0.835	0.361	$r_{count} > r_{table}$	Correct
	X1.4	0.902	0.361	$r_{count} > r_{table}$	Correct
	X1.5	0.793	0.361	$r_{count} > r_{table}$	Correct
Product Design (X2)	X2.1	0.815	0.361	$r_{count} > r_{table}$	Correct
	X2.2	0.755	0.361	$r_{count} > r_{table}$	Correct
	X2.3	0.868	0.361	$r_{count} > r_{table}$	Correct
	X2.4	0.729	0.361	$r_{count} > r_{table}$	Correct
	X2.5	0.730	0.361	$r_{count} > r_{table}$	Correct
Purchase Decision (Y)	Y1	0.792	0.248	$r_{count} > r_{table}$	Correct

	Y2	0.841	0.248	r $_{count}$ > r $_{table}$	Correct
	Y3	0.860	0.248	r $_{count}$ > r $_{table}$	Correct
	Y4	0.880	0.248	r $_{count}$ > r $_{table}$	Correct
	Y5	0.723	0.248	r $_{count}$ > r $_{table}$	Correct

Source: Processed Data from SPSS 21, 2025

Based on the table above, it is stated that that all statement items related to *Digital Marketing* (X1), Product Design (X2), and Purchasing Decisions (Y), obtained significant results because the Pearson Correlation value (r $_{count}$) > (r $_{table}$). Therefore, all statement items from the 3 variables were declared valid.

Reliability Test

Table 2.
Reliability Test Results

Variables	Cronbach's Alpha	Condition	Conclusion
Digital Marketing	0.852	> 0.60	Reliable
Product Design	0.839	> 0.60	Reliable
Buying decision	0.877	> 0.60	Reliable

Source: Processed Data from SPSS 21, 2025

Based on table 2 above, it is obtained mark *The Conbrach 's alpha* for the digital marketing variable has a reliability level of 0.852, followed by the product design variable at 0.839 and the purchasing decision variable at 0.877. Therefore, all variables have a Conbrach's alpha value greater than 0.06, indicating that the three variables are reliable.

Normality Test

Table 3.
Normality Test Results

Variables	Sig. (2-tailed)	Condition	Conclusion
Digital Marketing	0.094	Sig. > 0.05	Normally distributed data
Product Design	0.067	Sig. > 0.05	Normally distributed data
Buying decision	0.125	Sig. > 0.05	Normally distributed data

Source: Processed Data from SPSS 21, 2025

The significance value of the normality test for the three variables (Digital Marketing = 0.094, Product Design = 0.067, Purchase Decision = 0.125) is greater than 0.05, which indicates that the data is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Variables	Tolerance	VIF	Condition	Conclusion
Digital Marketing on Purchasing Decisions	0.880	1,136	T > 0.1 and VIF < 10	There is no multicollinearity
Product Design on Purchasing Decisions	0.880	1,136	T > 0.1 and VIF < 10	There is no multicollinearity

Source: Processed Data from SPSS 21, 2025

Based on Table 4, the results of the multicollinearity test can be determined by examining the VIF value of each variable. If the Tolerance value is greater than 0.1 and the VIF value is less than 10, then it is considered that there are no symptoms of multicollinearity. All variables in this study have a Tolerance value > 0.1 and a VIF value > 10, so it can be concluded that the following regression model does not find any multicollinearity problems.

Multiple Linear Regression Test

Table 5.
Multiple Linear Regression Test

Variables	B (Coefficient)
(Constant)	6,598
Digital Marketing	.497
Product Design	.223

Source: Processed Data from SPSS 21, 2025

Based on table 5, a multiple linear regression equation can be made in this study, namely:

$$Y = 6.598 + 0.497 X_1 + 0.223 X_2$$

Information:

Y = Purchase Decision

X_1 = Digital Marketing

X_2 = Product Design

According to the multiple linear regression equation above, it can be explained that:

1. The constant value of 6.598 indicates that if there is no influence from digital marketing or product design, the purchasing decision score remains at 6.598.
2. The Digital Marketing coefficient of 0.497 indicates that if digital marketing increases by one unit, then purchasing decisions will increase by 0.497 units, assuming other variables are constant.
3. The Product Design Coefficient of 0.223 indicates that every one unit increase in product design will increase purchasing decisions by 0.223 units.

T-Test (Partial)

Table 6.
T-Test Results

Variables	t count	Sig.	Condition	Conclusion
Digital Marketing on Purchasing Decisions	6,023	.000	Sig. < 0.05	Significant influence
Product Design on Purchasing	2,853	.005	Sig. < 0.05	Significant

Decisions				influence

Source: Processed Data from SPSS 21, 2025

From the table above, the results for the Digital Marketing variable are a sig value of 0.000 which is smaller than 0.05 and a calculated t value of 6.023 which is greater than the t table. 1.985, so Ha is accepted and Ho is rejected. Furthermore, the Product Design variable has a sig value of 0.005, which is smaller than 0.05, and the calculated t value of 2.853 is greater than the t table value of 1.985, so Ha is accepted and Ho is rejected. Thus, it can be concluded that Digital Marketing and Product Design have a positive influence on Purchasing Decisions.

F Test (Simultaneous)

Table 7.
F Test Results

Variables	F_{count}	Sig.	Condition	Conclusion
Digital Marketing and Product Design on Purchasing Decisions	31,981	0.000	Sig. < 0.05	Model simultaneous significant regression

Source: Data processed by SPSS 21, 2025

According to the table calculation above, the calculated F value of 31.981 is greater than the F_{table} of 3.090 with a sig of 0.000 below 0.05 so that Ha is accepted and Ho is rejected. Therefore, it can be concluded that the Purchasing Decision (Y) on Suseno banana chips products is influenced by Digital Marketing (X1) and Product Design (X2) simultaneously.

Determination Coefficient Test (R^2)

Table 8.
Results of the Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.634 [a]	.402	.390	2,362

Source: Data processed by SPSS 21, 2025

Based on the table calculations above, it was identified that R = 0.634 and the coefficient of determination (R^2) obtained was 0.402, which means that 40.2% of the value shows how much influence the Digital Marketing (X1) and Product Design (X2) variables have on Purchasing Decisions (Y). Meanwhile, the other 59.8% is influenced by other factors not covered in this study.

Discussion

The Influence of Digital Marketing on Purchasing Decisions

Based on the results of the t-test (partial), it can be seen that the calculated t is 6.023 > t -table 1.985 and sig 0.000 < 0.05 Ha is accepted and Ho is rejected. The statement indicates that Digital Marketing (X1) has a positive influence on the Purchasing Decision (Y) of Suseno banana chips. Therefore, the implementation of digital marketing strategies such as the use of social media, e- commerce, and online promotions can increase consumer interest and purchasing decisions for Suseno banana chips. These results are in line with previous research (Septiani & Warganegara, 2025). "The Influence of Digital Marketing and Brand Awareness on Purchasing Decisions at Mote-Mote in Bandar Lampung" which found that the activity digital marketing will result in purchasing decisions and ultimately increase revenue. Therefore, an optimal digital marketing strategy is essential, such as increasing interactive content and social media campaigns.

The Influence of Product Design on Purchasing Decisions

Based on the research results above, it shows that the calculated t value 2.853 > t table 1.985 and a sig value of 0.000 below 0.05 Ha is accepted while Ho is rejected. It can be concluded that Product Design (X2) has a significant positive effect on the Purchasing Decision (Y) of Suseno banana chips. This means that the better the product design, the higher the purchasing decision. The results of this study support the results of previous research (Saptaria, 2022) which found that product design has a significant positive effect on purchasing decisions for MSME furniture products in Kediri. This study shows that packaging, shape, visual aesthetics, and design details can build a perception of added value that encourages *consumers. decision -making.*

The Influence of Digital Marketing and Product Design on Purchasing Decisions

Based on the results of the f test in table 7, there is a significant influence between Digital Marketing (X1) and Product Design (X2) on Purchasing Decisions (Y) with F count 31.981 > F table 3.090 then the sig value 0.000 < 0.05. Ha is accepted and Ho is rejected. This shows that a digital marketing strategy supported by superior product design creates synergy in influencing consumer purchasing decisions. The findings support the results of previous research (Sucita & Yulianthini, 2023) entitled "The Influence of Social Media Marketing, Word of The results of the study "Influence of Mouth and Product Design on Consumer Purchasing Decisions at Dana Iswara Dulang" show that the independent variables of social media marketing and product design have a significant impact on purchasing decisions and if there is an increase or decrease, they will jointly impact consumer purchasing decisions.

CONCLUSION

From each of the variables described above, the following conclusion can be drawn: Digital marketing has a positive and significant influence on the purchasing decision for Suseno banana chips. This means that The more effective digital marketing implementation is, the greater the opportunity for consumers to make a purchase. Product design has a positive and significant influence on purchasing decisions for Suseno banana chips. This indicates that an attractive and functional design can influence Consumer purchasing interest. Digital marketing and product design simultaneously have a positive and significant influence on purchasing decisions for Suseno banana chips. This finding confirms that today's consumer purchasing decisions are not only based on needs but also on emotional and visual perceptions of the product. digital interactions as well assessment of product design. Thus Suseno banana chips can encourage consumers to reach the purchasing decision stage and drive improvements sale.

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