


The Influence of Digital Marketing, Online Customer Reviews and Millennial Culture on Purchase Decisions on Gacoan Noodles (Study on Gacoan Noodle Consumers Mojokerto Branch)

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Article Info	ABSTRACT
<p>Keywords: Digital Marketing, Online Customer Reviews, Millennial Culture, Purchase decisions.</p>	<p>This study aims to determine the influence of Digital Marketing, Online Customer Review and Millennial Culture on purchase decisions on Mie Gacoan (a study on consumers of Mie Gacoan Mojokerto branch) by using questionnaires as research instruments where the sample in this study is consumers of Mie Gacoan Mojokerto branch. The purpose of this study is to find out how Digital Marketing, Online Customer Review and Millennial Culture influence purchase decisions, whether the variables of Digital Marketing, Online Customer Review and Millennial Culture have an influence on purchase decisions partially and simultaneously, and which variables are the most dominant. This research is a quantitative research, this study contains a total of 98 samples taken from consumers of Mie Gacoan Mojokerto branch. The sample extraction technique in this study is based on the notation of the minimum sample large formula by the Lameshow formula. The data analysis methods used were: validity test, reliability test, classical assumption, multiple linear regression analysis, determination coefficient and hypothesis testing of t-test and F-test.</p>
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INTRODUCTION

Along with the development of the times, which is supported by the development of increasingly sophisticated technology, it has an impact on increasingly fierce business competition. Internet media has become one of the means of product promotion that has very good prospects today, where through internet media business people can reach consumers widely. The convenience provided by the internet has made Indonesian people start to use the internet a lot.

With the development of technology, this is an opportunity for entrepreneurs, especially businesses in the culinary sector, to utilize their marketing strategies through *digital marketing*. Along with people's shopping lifestyles that have changed from conventional to online sales site transactions. The development of e-commerce in Indonesia is increasing,

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slowly people are starting to abandon the habit of conventional shopping but have begun to switch online. E-commerce is used as a solution as a buying and selling medium that can save energy, time and costs. Transactions are carried out without having to meet between the seller and the buyer (Eneng and Nining, 2022:255).



Source: B-Universe Research

Figure 1.1. Government Encourages 30 Million MSMEs to Go Digital in 2024

In the *Republika Online article* (Friska Yolanda:2023), it is stated that while medium businesses are only 0.10 percent and large businesses are 0.1 percent. In addition to targeting 24 million MSMEs on digital boarding in 2023, the government has also set a figure of 30 million MSMEs to enter the digital ecosystem by 2024.

Before potential consumers buy products on online shopping sites, potential consumers are used to looking for information that can be searched through various ways. Unlike *offline* transactions, *online* purchases are not made in person, thus increasing the level of risk and uncertainty. Therefore, building trust is a very important factor in *online* shopping, and it cannot be ignored. One of them is by looking at accessible information such as *reviews* from blogs or writings provided by website owners about a product, starting from specifications, advantages and disadvantages of the product and the price of the product.

Online customer reviews are widely posted on various products and services, and have become part of the decision-making process for many consumers. More reliable product information is needed in the context of *online* shopping to support purchasing decisions. Such information is offered by OCR and is considered credible and trustworthy. Therefore, *that online customer reviews* can be used as a tool to gain customer trust. According to Lee *et al* in (Fitriani and Nirvana:2020), that *reviews* are one of several factors that determine a person's purchasing decision, one can take the number of *reviews* as an indicator of the popularity of a product or the value of a product that will affect the willingness to decide to buy.

Decision-making in purchasing a product is a problem-solving process for consumers. Purchase decisions are consumer behavior in deciding to buy products that can be used or consumed. Products that are widely circulated make consumers consider products that can meet their wants and needs. The choice that has been determined by the consumer is caused by the influence of several factors that make consumers decide to make a purchase.

Millennial culture is a lifestyle of a person in doing things related to the 4.0 era such as using sophisticated electronic devices and using the internet. The impact of the movement of the *millennial* generation is faster because it can remove obstacles and limitations from physical transactions to transactions via the internet. Millennial culture in the use of the internet in transactions has become very consumptive. This is supported by several factors, such as from a community or the environment of friends. When a community or circle of friends buys an item, a *millennial* child will buy the item and use it like others because it follows *the trend*.

Based on these conditions, the researcher is interested in taking the title "The Influence of Digital Marketing, Online Customer Review, and Millennial Culture on Purchase Decisions at Mie Gacoan Mojokerto branch". The results of this study are expected to provide benefits for the management of Mie Gacoan Mojokerto branch to develop a marketing strategy to increase purchases from consumers.

RESEARCH METHODS

This study uses a quantitative method, a sample extraction technique in this study using Lameshow by taking 98 respondents. The data collection method used primary data and secondary data and the data collection technique used observation, interviews, and questionnaires. And the data analysis methods used are: validity test, reliability test, classical assumption, multiple linear regression analysis, determination coefficient, t test and F test.

RESULTS AND DISCUSSION

Validity Test

In this study, the researcher used a significant level of 5% or (0.05). The following table is the result of validity testing:

Table 1. Validity Test Results

Variabel	r count	R table	Sig value	Remarks
Digital Marketing (X1)				
X1.1	0,758	0,1986	0,000	Valid
X1.2	0,858	0,1986	0,000	Valid
X1.3	0,779	0,1986	0,000	Valid
X1.4	0,729	0,1986	0,000	Valid
X1.5	0,638	0,1986	0,000	Valid
X1.6	0,721	0,1986	0,000	
Online Customer Review (X2)				
X2.1	0,714	0,1986	0,000	Valid
X2.2	0,814	0,1986	0,000	Valid
X2.3	0,733	0,1986	0,000	Valid
X2.4	0,845	0,1986	0,000	Valid
X2.5	0,762	0,1986	0,000	

Variabel	r count	R table	Sig value	Remarks
X2.6	0,730	0,1986	0,000	
Millennial Culture (X3)				
X3.1	0,686	0,1986	0,000	Valid
X3.2	0,820	0,1986	0,000	Valid
X3.3	0,780	0,1986	0,000	Valid
X3.4	0,744	0,1986	0,000	Valid
Purchase Decision (Y)				
Y1.1	0,665	0,1986	0,000	Valid
Y1.2	0,756	0,1986	0,000	Valid
Y1.3	0,717	0,1986	0,000	Valid
Y1.4	0,614	0,1986	0,000	Valid
Y1.5	0,777	0,1986	0,000	Valid
Y1.6	0,758	0,1986	0,000	Valid

Source : SPSS 26 Output Results

Based on the results of the table above, it shows that all indicators of each variable in this study have a $r >$ table value that is at a significant level of 5% and ($n = 96$) then the r table is obtained of 0.1986, which means that all indicators of each variable are valid.

Reliability Test

The reliability test used in this study is One Shot or a one-time measurement, reliability is measured by the Cronbach Alpha statistical test. The reliability test results for each variable can be seen in the table:

Table 2. Reliability Test Results

No	Variabel	Cronbach Alpha (a)	Standard Reliability	Remarks
1	<i>Digital Marketing</i> (X1)	0,837	0,60	Reliabel
2.	<i>Online Customer Review</i> (X2)	0,857	0,60	Reliabel
3.	<i>Millennial Culture</i> (X3)	0,739	0,60	Reliabel
4.	Purchase Decision (Y)	0,785	0,60	Reliabel

Source: SPSS 26 Output Results

Based on the results of the table above, it is known that Cronbach's Alpha number for the *Digital Marketing* variable is 0.837, the *Online Customer Review* variable is 0.857, the *Millennial Culture* variable is 0.739 and the *Purchase Decision* is 0.785. So the Cronbach's Alpha value of the three variables used in this study is greater than the minimum value of Cronbach's Alpha 0.60. Thus, it can be concluded that the statements in this questionnaire are reliable.

Classic Assumption Test

a. Multicollinearity Test

The multicollinearity test showed that the calculation of all independent variables, namely *Digital Marketing*, *Online Customer Review* and *Millennial Culture*, had a tolerance value greater than 0.10 which was 0.406 and a *Variance Inflation Factor* (VIF)

value of less than 10 which was 2.460. Thus, it can be concluded that the regression model in this study does not occur multicollinearity so that this study can be said to be ideal.

b. Heteroscedasticity Test

The results of the heteroscedasticity test using the SPSS 26 output can be determined with significant values (sig). For variables X1 and X2 is 0.000 because the significant value of the two variables above is less than 0.05, then according to the basis of decision-making in the regression test, it can be concluded that heteroscedasticity does not occur in the regression model.

c. Autocorrelation Test

Based on the results of the autocorrelation test with *the Run Test*, it can be seen that the significance value of the Run Test autocorrelation test results of 0.317 is greater than 0.05. So it can be concluded that there are no symptoms of autocorrelation.

d. Normality Test

Based on the results of the normality test, it shows that the results of the calculation of Kolmogrov Smirnov Unstrandardized Residual which have a value greater than 0.05, namely 0.035, so it can be concluded that the data does not have a normal distribution.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
(Constant)	1,524	1,599		,953	,343
1 Digital Marketing	,296	,092	,290	3,217	,002
Online Customer	,411	,087	,411	4,715	,000
Review	,344	,112	,237	3,063	,003
Millennial Culture					

Source: SPSS 26 Output Results

Based on the results of the regression calculation in the table above, a regression equation is obtained as follows:

$$Y = 1.524 + 0.296 X_1 + 0.411 X_2 + 0.344 X_3$$

The regression equation can be explained:

a = The value of the constant 1.524 indicates that if the variables X1, X2 and X3 are worth 0, then the result obtained from the purchase decision is 1.524.

b₁ = The value of the regression coefficient X1 is 0.296, meaning that if the purchase decision variable increases by one unit, it will be able to increase X1 by 0.296 when the other independent variable is equal to zero.

b₂ = The value of the regression coefficient X2 is 0.411, meaning that if the purchase decision variable increases by one unit, it will be able to increase X2 by 0.411 when the other independent variable is equal to zero.

b_3 = The value of the regression coefficient X3 is 0.344, meaning that if the purchase decision variable increases by one unit, it will be able to increase X3 by 0.344 when the other independent variable is equal to zero.

From the coefficients of the free variables above, the value is positive. This means that it has a direction of change that is in the same direction as the bound variable. In addition, the variable coefficient X1 is 0.296, X2 is 0.411 and X3 is 0.344. So, it can be concluded that the most dominant factor for the bound variable is X2, namely *online customer reviews*.

Coefficient of Determination (R²)

The detemization coefficient test can be seen in the table below:

Table 4. Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,830a	,689	,679	2,10688

Source: SPSS 26 Output Results

It can be seen that the regression calculation can be found that the determination coefficient obtained is 0.689, this means that 69% of the variables of Purchase decisions can be explained by the variables of Digital Marketing, Online Customer Review and Millennial Culture. The remaining 31% of purchase decision variables can be explained by variables or factors other than those variables.

T test

Table 5. T test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
(Constant)	1,524	1,599		,953	,343
1 Digital Marketing	,296	,092	,290	3,217	,002
Online Customer Review	,411	,087	,411	4,715	,000
Millennial Culture	,344	,112	,237	3,063	,003

Source : Output Result 26

From the results of the t-test, a tcal value of 1,986. By using SPSS 26 stated by the tcount > tTable so that with a significant level of 0.000 > 0.05, H0 is rejected and H1 is accepted, which means that there is a significant influence between the variables Digital Marketing, Online Customer Review and Millennial Culture on the purchase decision on Mie Gacoan Mojokerto branch.

Test F

Table 6. F Test Results

Model		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	923,934	3	307,978	69,381	,000b
	Residual	417,259	94	4,439		
	Total	1341,194	97			

The results of the analysis obtained a Fcal of 2.70, so the assumption was obtained that H0 was rejected and H1 was accepted. So that it was tested that together on the significant influence between the variables of Digital Marketing, Online Customer Review and Millennial Culture on the purchase decision of Mie Gacoan Mojokerto branch (a study on consumers of Mie Gacoan Mojokerto branch).

CONCLUSION

- a. Partially, digital marketing, online customer reviews and millennial culture have a positive and significant effect on purchase decisions.
- b. Simultaneously, digital marketing, online customer reviews and millennial culture have a positive and significant effect on purchase decisions.
- c. The most influential online customer review variable

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