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The Influence of Digital Marketing, Pricing Strategies, and Product Diversity on Purchase Decisions in Msmes Dins Snack Lamongan

Bella Fernanda[1], Nurul Badriynah[2], Titin[3]
Master of Management Study Program, Postgraduate, Lamongan Islamic University
Email: bellafernanda@unisla.ac.id, nurulbadriyah@unisla.ac.id, titin@unisla.ac.id

Article Info	ABSTRACT
Keywords: Digital Marketing, Pricing Strategy, Product Diversity, Purchasing Decisions, MSMEs.	This study aims to analyze the influence of digital marketing, pricing strategies, and product diversity on purchase decisions in MSMEs at Dins Snack Lamongan. The research method used was quantitative with 100 respondents. The results of the study showed a partial and simultaneous positive and significant influence between the three independent variables on purchasing decisions. Among the three variables, digital marketing has the most dominant influence on purchasing decisions. These findings show the importance of implementing an effective digital marketing strategy, setting the right pricing strategy, and providing an attractive variety of products for Dins Snack Lamongan MSMEs to improve consumer purchase decisions.
	Corresponding Author: Bella Fernanda Master of Management Study Program, Postgraduate, Lamongan Islamic University bellafernanda@unisla.ac.id

INTRODUCTION

Technological advances are increasingly closely linked to dynamic changes in consumer and market behavior. This is related to the increasing spread of the internet, which causes customers to be more likely to search for information about certain items online before making a purchase decision. According to Jony (2019) At this time, business people really like *digital marketing* to buy and sell. A business can use *digital marketing* as a marketing tool to increase sales volume and move from traditional marketing to modern marketing.

Although digital marketing is becoming increasingly dominant, business success is still influenced by the company's pricing strategy. According to Zaher (2018) The right pricing strategy can provide economic appeal for consumers, influence their perception of the value of the product, and ultimately influence their purchasing decisions.

Product diversity is also key in meeting the increasingly diverse needs of consumers in an ever-evolving market. According to Irwana, et al. (2022) product diversity can make a difference and give consumers more choices, which can then influence their purchasing decisions.

According to Kotler and Armstrong (2018), Purchasing decisions are part of the decision-making process where buyers actually decide to buy a product they like. Companies must know consumer behavior in determining purchasing decisions for a product, so that the company can survive and be able to compete.

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In this study, the problem that arises is how much influence digital marketing, pricing strategies, and product diversity have on consumer purchasing decisions, therefore this study was conducted to find out the extent of the influence between the three components.

RESEARCH METHODS

The type of research in this study is a type of quantitative research and was carried out for approximately 5 months from November 2023 to March 2024. The MSME of the Lamongan Snack Dins located in Made Village, Jalan Telaga Kidul, Lamongan was chosen as the research location because similar research has never been conducted at the location. The population in this study was 240 people with a sample of 100 people. In this study, samples were taken using a random sampling method based on population data from MSMEs of the Lamongan Snack Din.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variabel	Item	R (Count)	R (Table)	Status
Digital Marketing	1	0,754	0,1966	Valid
	2	0,778	0,1966	Valid
	3	0,747	0,1966	Valid
Pricing Strategy	1	0,743	0,1966	Valid
	2	0,806	0,1966	Valid
	3	0,763	0,1966	Valid
Product Diversity	1	0,764	0,1966	Valid
	2	0,816	0,1966	Valid
	3	0,771	0,1966	Valid
Purchase Decision	1	0,749	0,1966	Valid
	2	0,809	0,1966	Valid
	3	0,795	0,1966	Valid

Source: Processed Researcher, 2024.

With the value r of the table at df = N-2 and a probability of 0.05 obtained r of the table = 0.1966. From these results, it is shown that all indicators used to measure the variables used in this study have a corrected correlation coefficient that is greater than r table = 0.1966. This proves that all of these indicators are valid.

Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach Alpha	Alpha	Status
Digital Marketing	0,633	0,60	Reliabel
Pricing Strategy	0,655	0,60	Reliabel
Product Diversity	0,679	0,60	Reliabel
Purchase Decision	0,687	0,60	Reliabel

Source: Processed Researcher, 2024.

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The results of the reliability test of the variable constructs used in this study obtained an alpha value greater than 0.60. This shows that all questionnaire questions have a consistency standard (*reliable)* that meets the criterion of > 0.60 so that it can be declared good to continue the research.

Classic Assumption Test

Table 3. Normality Test

Model		Collinearity Statistics	
		Tolerance	LIVE
1	X1	.855	1.170
	X2	.807	1.239
	X3	.878	1.139

Source: Processed Researcher, 2024.

From the table of data normality test results, the Kolmogrov-Smirnov test by looking at the significance of the residual data obtained results of a significance value above 0.05, which is 0.261. This means that the residual data is distributed normally.

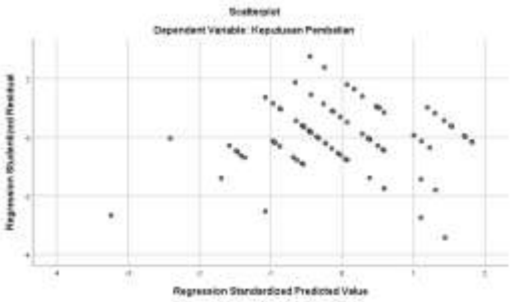
Table 4. Multicollinearity Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.77266327
Most Extreme Differences	Absolute	.099
	Positive	.087
	Negative	-.099
Test Statistic		.099
Asymp. Sig. (2-tailed)		.261c

Source: Processed Researcher, 2024.

The tolerance value of each variable is greater than 0.10 and the VIF value is less than 10.00, so it can be concluded that there are no symptoms of multicollinearity in this study.

Figure 1. Scatterplot Heterokedasticity Test



The results of the analysis in the image show that the dots are scattered randomly and do not form a specific pattern, the graph also shows data above and below the number 0 on the Y axis.

Multiple Correlation Analysis

Table 5. Multiple Correlation Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.881a	.777	.770	.785	.777	111.476	3	96	.000

Source: Processed Researcher, 2024

From these results, it can be concluded that the relationship between digital marketing variables (X1), price strategy (X2), product diversity (X3) has a very strong correlation relationship and with the direction of the relationship in the same direction (positive). This is shown by the result of an R value of 0.881.

Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Say.
		B	Std. Error	Beta		
1	(Constant)	-.460	.858		-.536	.593
	Digital Marketing	.748	.050	.773	14.820	.000
	Pricing Strategy	.155	.053	.156	2.905	.005
	Product Diversity	.136	.059	.119	2.310	.023

Source: Processed Researcher, 2024

Based on the multiple linear regression equation, it can be seen that the most influential independent variable is the digital marketing variable with a coefficient of 0.748 and the least influential variable is the product diversity variable with a coefficient of 0.136 while the other variable is the price strategy variable of 0.155.

Coefficient Determination Test

Table 7. Determination Coeffistin Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881a	.777	.770	.785

Source: Processed Researcher, 2024

Based on the data from the table above, the value of R2 (R square) was obtained of 0.777 which means 77.7%. This shows that there is a contribution between digital marketing, pricing strategy, and product quality to purchasing decisions together of 77.7% while the rest is influenced by other variables that were not studied in this study at 23.3%, for example visual merchandising, word of mouth, and service quality.

T Test

Table 8. T Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Say.
		B	Std. Error	Beta		
1	(Constant)	-.460	.858		-.536	.593
	Digital Marketing	.748	.050	.773	14.820	.000
	Pricing Strategy	.155	.053	.156	2.905	.005
	Product Diversity	.136	.059	.119	2.310	.023

Source: Processed Researcher, 2024

From the results of the above results, it can be seen that the t-value of the digital marketing variable (X1) is 14,820 >1,984 t table, with a sig value of 0.000 < 0.05, then the digital marketing variable has a significant partial influence on consumer purchase decisions in MSMEs of the Lamongan Snack Din.

The price strategy variable (X2) has a calculated t-value of 2.905 > 1.984 t table with a sig value of 0.005 < 0.05, so the price strategy variable has a partially significant influence on the purchase decision of MSMEs at the Lamongan Snack Din.

The result of the t-value of calculating the product diversity variable (X3) 2.310 >1.984 t table with a sig value of 0.023 < 0.05, the product diversity variable has a significant partial influence on consumer purchase decisions in MSMEs at the Lamongan Snack Din.

Test F

Table 9. F Test Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	205.896	3	68.632	111.476	.000b
	Residual	59.104	96	.616		
	Total	265.000	99			

Source: Processed Researcher, 2024

From the results of the calculation, the result of f calculation was obtained of 111.476 which means f calculation (111.476) > f table (2.70) so the result of Ho was rejected and H1 was accepted. It can be concluded that simultaneously the independent variables of digital marketing (X1), pricing strategy (X2), and product diversity (X3) simultaneously affect purchasing decisions.

CONCLUSION

In accordance with the research conducted by the researcher, the following conclusions can be drawn:

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1. Digital marketing variables, pricing strategies, and product diversity have a partially significant positive effect on consumer purchase decisions at MSMEs at Dins Snack Lamongan. Therefore, it is hoped that MSME business owners of Dins Snack Lamongan will continue to pay attention to digital marketing, pricing strategies, and product diversity in order to improve consumer purchase decisions.
2. Digital marketing variables, price strategies, and product diversity have a simultaneously significant positive effect on consumer purchasing decisions at MSMEs at Dins Snack Lamongan. Therefore, MSME business owners Dins Snack Lamongan must pay attention to all these variables to improve consumer purchase decisions.
3. Digital marketing variables have the most dominant influence on purchasing decisions in MSMEs at Dins Snack Lamongan. Therefore, the MSME business of the Lamongan Snack Office must continue to pay attention to aspects of digital marketing.

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