

## The Influence of Digital Marketing on Purchase Decision on Culture Products at Viera Oleh - Oleh in Pekanbaru City

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### Abstract

This study aims to find out and analyze how the Influence of Digital Marketing on Purchase Decision on Culture Products in Viera Oleh-Oleh of Pekanbaru City. This study used 112 respondents as samples taken from the purposive sampling technique. The approach used in this study is quantitative by using the Partial Least Square model and SmartPls 4.0 software as tools for this research. The results of this study reveal that there is a significant influence of social media marketing on brand awareness on Ketan Talam Durian at Viera Oleh-Oleh, there is a significant influence of electronic word of mouth on brand awareness on Ketan Talam Durian at Viera Oleh-Oleh, there is a significant influence of brand awareness on purchase decision on Ketan Talam Durian at Viera Oleh-Oleh, there is a significant influence of digital marketing on purchase decision on Ketan Talam Durian at Viera Oleh-Oleh, there is a significant influence of digital marketing on purchase decision through brand awareness on Ketan Talam Durian at Viera Oleh-Oleh.

**Keyword:** Digital Marketing, Social Media Marketing, Electronic Word of Mouth, Purchase Decision, Brand Awareness



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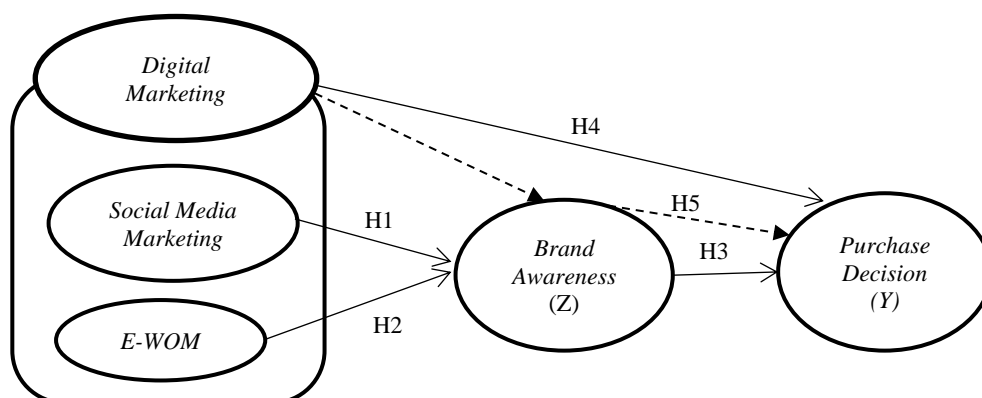
### INTRODUCTION

Riau Province is known as a region rich in diversity of customs, culture, and traditions, which has historically been known as the center of Malay culture. The city of Pekanbaru, as the capital of Riau Province, has its own attraction for tourists. Based on data from the Badan Pusat Statistik (BPS) of Riau Province, the number of foreign tourist visits in May 2023 was recorded at 394,550 visits. This figure shows an increase in May 2024, with the number of monthly visits recorded at 39,783 visits. The data indicates that the tourism sector in Riau Province has significant potential to contribute to supporting regional economic growth. One of the main attractions in Riau's culinary sector is Ketan Talam Durian, a cultural product that is not only in demand by the local community but also by tourists. This culinary specialty is known for its sweet taste and distinctive durian aroma as well as its historical value as a traditional dish in important events of the Riau Malay community, such as weddings and holiday celebrations. The popularity of Ketan Talam Durian continues to increase, reflected in the inclusion of this culinary in the nomination of Anugerah Pesona Indonesia (API) in 2019, which shows recognition of its uniqueness and quality. In addition, data from the Dinas Pariwisata dan Kebudayaan Riau (2022) recorded an increase in sales of Ketan Talam Durian by 15% every year, reflecting the high consumer interest in the product.

Viera Oleh - Oleh Pekanbaru is one of the business actors that focuses on the development and marketing of Ketan Talam Durian as one of the typical regional Oleh - Oleh. In the face of competition with similar businesses such as Nadhira Napoleon and Insyira Oleh, Viera Oleh-Oleh needs to optimize its digital marketing strategy. According to Kotler & Armstrong (2018) in the book "Principles of Marketing," Digital Marketing

consists of several dimensions, namely Social Media Marketing (SMM) and Electronic Word of Mouth (E-WOM). This strategy involves using social media platforms to increase brand awareness, collaborate with influencers, and encourage customers to leave positive reviews. This approach has proven effective in increasing product visibility, attracting consumer attention, and strengthening customer loyalty. Viera Oleh-Oleh actively uses Social Media Marketing (SMM) through the creation of attractive aesthetic content, the implementation of promotions such as discounts and giveaways, and collaborations with influencers to increase consumer interaction and trust. This strategy has proven to be effective, as evidenced by the growth in the number of followers and the increase in responses on the Viera Oleh-Oleh social media platform. In addition, Viera also utilizes Electronic Word of Mouth (E-WOM) by encouraging customers to leave positive reviews on social media and marketplaces. The reviews are then reshared through Instagram Stories, which helps build new consumer trust and strengthen the product's image in the eyes of potential buyers.

However, as the popularity of Ketan Talam Durian increases, competition in the souvenir industry is intensifying. Therefore, optimizing digital marketing strategies is an urgent need for Viera Oleh-Oleh to maintain competitiveness and improve consumer purchasing Decision for its products. Based on this background, this research was proposed with the title, "The Influence of Digital Marketing on Purchase Decision on Culture Products in Viera Oleh - Oleh Pekanbaru."



Source: (Martha et al., 2023) dan (Utami et al., 2024)

Based on the above framework of thought, the hypothesis in this study can be formulated as follows:

H1: There is a significant influence between Social Media Marketing on Brand Awareness of Ketan Talam Durian products at Viera Oleh-Oleh Pekanbaru.

H2: There is a significant influence between Electronic Word of Mouth on Brand Awareness in Ketan Talam Durian products at Viera Oleh-Oleh Pekanbaru.

H3: There is a significant influence between Brand Awareness on Purchase Decision on Ketan Talam Durian products at Viera Oleh-Oleh Pekanbaru.

H4: There is a significant influence between Digital Marketing on Purchase Decision on Ketan Talam Durian products at Viera Oleh - Oleh Pekanbaru.

H5: There is a significant influence between Digital Marketing on Purchase Decision through Brand Awareness in Ketan Talam Durian products at Viera Oleh - Oleh Pekanbaru.

## RESEARCH METHODS

This research was conducted at Viera Oleh - Oleh Pekanbaru with a population of consumers who have shopped at Viera Oleh - Oleh Pekanbaru. The sampling technique used in this study is purposive sampling. According to Hair et al. (2019) in SEM analysis, or Structural Equation Model, the sample size will range from 100 to 200. So based on the search results using the Hair formula, the number of samples to be used in this study is 112 people. The data was then processed in a Partial Least Square (PLS) manner with a component-based or variant-based Structural Equation Modeling (SEM) model using Second Order Construct. The data collection technique used in this study uses a questionnaire. The data analysis in this study is descriptive analysis, Outer Model (Convergent Validity, Discriminant Validity, and Reliability Validity), Inner Model (VIF Test, R-Square, Predictive Relevance, Model Fit), and Hypothesis Testing.

## RESEARCH RESULTS AND DISCUSSION

### Evaluation of Measurement Model (Outer Model)

#### Result Convergent Validity

**Table 1: Results of Phase One Loading Factor**

	Outer Loadings
PD. 1 <- Purchase Decision	0,795
PD. 2 <- Purchase Decision	0,880
PD. 3 <- Purchase Decision	0,869
PD. 4 <- Purchase Decision	0,872
BA. 1 <- Brand Awareness	0.830
BA. 2 <- Brand Awareness	0.908
BA. 3 <- Brand Awareness	0.897
SMM. 1<- Social Media Marketing	0,702
SMM. 2 <- Social Media Marketing	0,797
SMM. 3 <- Social Media Marketing	0,824
SMM. 4 <- Social Media Marketing	0,795
SMM. 5 <- Social Media Marketing	0,819
EWOM. 1 <- Electronic Word of Mouth	0,852
EWOM. 2 <- Electronic Word of Mouth	0,821
EWOM. 3 <- Electronic Word of Mouth	0,721
EWOM. 4 <- Electronic Word of Mouth	0,724

Source: Researcher Processed Data, 2024

**Table 2: Results of Phase Two Loading Factor**

	Outer Loadings
PD. 1 <- Purchase Decision	0,795
PD. 2 <- Purchase Decision	0,880
PD. 3 <- Purchase Decision	0,869
PD. 4 <- Purchase Decision	0,872
BA. 1 <- Brand Awareness	0.830
BA. 2 <- Brand Awareness	0.908
BA. 3 <- Brand Awareness	0.897
Social Media Marketing <- Digital Marketing	0,967
Electronic Word of Mouth <- Digital Marketing	0,946

Source: Researcher Processed Data, 2024

In this study, the individual results of each indicator reached 0.7 to 0.9 which can be interpreted that for all individuals it is declared "valid", or it can be said that the outer model value between the indicator and the variable has met the convergent validity.

**Table 3: Result Avarage Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
Brand Awareness	0.773
Digital Marketing	0.566
Electronic Word of Mouth	0.610
Purchase Decision	0.731
Social Media Marketing	0.622

Source: Researcher Processed Data, 2024

In this study, all indicators were declared valid because they met the AVE value above 0.5.

### Result Discriminant Validity Fornell-Lacker Criterion

**Table 4: Test Result Fornell-Lacker Criterion**

	Brand Awareness	Digital Marketing	Purchase Decision
Brand Awareness	0.879		
Digital Marketing	0.718	0.752	
Purchase Decision	0.655	0.666	0.855

Source: Researcher Processed Data, 2024

All variables used in this study are valid, this is in accordance with the method where the correlation value of each variable with the variable being compared has a greater value than the correlation of other variables.

### Cross Loading

**Table 5: Test Result Cross Loading**

	Brand Awareness	Digital Marketing	Electronic Word of Mouth	Purchase Decision	Social Media Marketing
BA. 1	<b>0.830</b>	0.557	0.528	0.516	0.541
BA. 2	<b>0.908</b>	0.655	0.624	0.547	0.635
BA. 3	<b>0.897</b>	0.665	0.594	0.654	0.673
EWOM. 1	0.586	0.798	<b>0.852</b>	0.610	0.695
EWOM. 1	0.586	0.798	<b>0.852</b>	0.610	0.695
EWOM. 2	0.569	0.786	<b>0.821</b>	0.482	0.704
EWOM. 2	0.569	0.786	<b>0.821</b>	0.482	0.704
EWOM. 3	0.453	0.694	<b>0.721</b>	0.407	0.623
EWOM. 3	0.453	0.694	<b>0.721</b>	0.407	0.623
EWOM. 4	0.451	0.668	<b>0.724</b>	0.441	0.573
EWOM. 4	0.451	0.668	<b>0.724</b>	0.441	0.573
PD. 1	0.527	0.498	0.462	<b>0.795</b>	0.489
PD. 2	0.553	0.587	0.578	<b>0.880</b>	0.549
PD. 3	0.558	0.612	0.565	<b>0.869</b>	0.598
PD. 4	0.601	0.571	0.529	<b>0.872</b>	0.559

	Brand Awareness	Digital Marketing	Electronic Word of Mouth	Purchase Decision	Social Media Marketing
SMM. 1	0.515	0.660	0.551	0.384	<b>0.702</b>
SMM. 1	0.515	0.660	0.551	0.384	<b>0.702</b>
SMM. 2	0.472	0.771	0.657	0.517	<b>0.797</b>
SMM. 2	0.472	0.771	0.657	0.517	<b>0.797</b>
SMM. 3	0.693	0.808	0.719	0.509	<b>0.824</b>
SMM. 3	0.693	0.808	0.719	0.509	<b>0.824</b>
SMM. 4	0.564	0.775	0.672	0.557	<b>0.795</b>
SMM. 4	0.564	0.775	0.672	0.557	<b>0.795</b>
SMM. 5	0.515	0.791	0.672	0.561	<b>0.819</b>
SMM. 5	0.515	0.791	0.672	0.561	<b>0.819</b>

Source: Researcher Processed Data, 2024

In this study, it meets the standards, which are more than 0.6 and more than 0.7, so that the discriminant validity test in this study can be said to be valid.

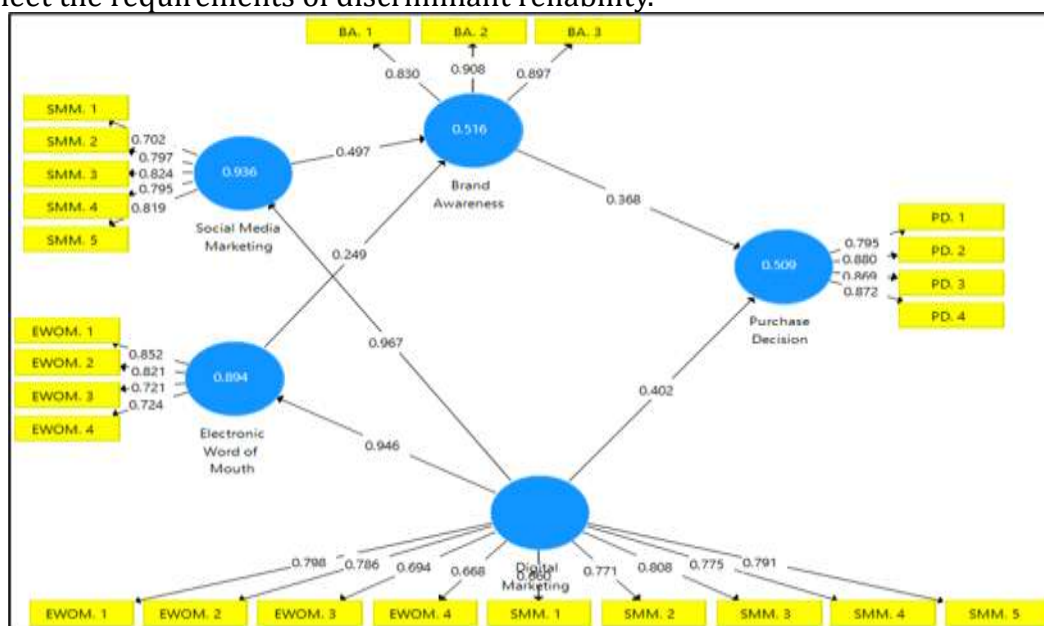
### Reliabilitas Validity Result

**Table 6: Test Result Cronbach's Alpha dan Composite Reliability**

	Cronbach's alpha	Composite Reliability
Brand Awareness	0.853	0.911
Digital Marketing	0.903	0.921
Electronic Word of Mouth	0.785	0.862
Purchase Decision	0.877	0.915
Social Media Marketing	0.847	0.891

Source: Researcher Processed Data, 2024

Based on the results of the above measurements, the value of Cronbach's alpha and the value of composite reliability are greater than 0.70, so that all indicators in the estimated model meet the requirements of discriminant reliability.



**Figure 1. Output Measurement Model (Outer Model)**

Source: Researcher Processed Data, 2024

## Structural Model Evaluation (Inner Model) Variance Inflated Factor (Vif)

**Table 7: Test Results Variance Inflated Factor (VIF) Stage One**

	Brand Awareness	Electronic Word of Mouth	Purchase Decision	Social Media Marketing
Brand Awareness			2.043	
Digital Marketing		1.000	2.043	1.000
Electronic Word of Mouth	3.265			
Social Media Marketing	3.265			

Source: Researcher Processed Data, 2024

**Table 8: Test Results Variance Inflated Factor (VIF) Stage Two**

	Brand Awareness	Digital Marketing	Purchase Decision
Brand Awareness			2.064
Digital Marketing	1.000		2.064
Purchase Decision			

Source: Researcher Processed Data, 2024

Based on the table presented, the estimated value shows that the Variance Inflation Factor (VIF) value for all variables is  $< 5$ .

## R-Square

**Table 9: Test Results R-Square dan R-Square Adjusted Stage One**

	R-Square	R-Square Adjusted
Brand Awareness	0.516	0.507
Electronic Word of Mouth	0.894	0.893
Purchase Decision	0.509	0.500
Social Media Marketing	0.936	0.935

Source: Researcher Processed Data, 2024

**Table 10: Test Results R-Square dan R-Square Adjusted Stage Two**

	R-Square	R-Square Adjusted
Brand Awareness	0.515	0.511
Purchase Decision	0.508	0.499

Source: Researcher Processed Data, 2024

In the context of this test, changes in the R-Square value can be used to evaluate how much exogenous latent variables affect endogenous latent variables.

## Predictive Relevance ( $Q^2$ )

**Table 11: Test Results Predictive Relevance ( $Q^2$ )**

	$Q^2 (=1-SSE/SSO)$
Brand Awareness	0.384
Digital Marketing	
Electronic Word of Mouth	0.536
Purchase Decision	0.361
Social Media Marketing	0.573

Source: Researcher Processed Data, 2024

In table 11, the results of the predictive relevance test show that the observation values for all variables are in the good category, because the  $Q^2$  value obtained is greater than 0.



## Model Fit

**Table 12: Results Model Fit**

	Saturated model	Estimated model
SRMR	0.063	0.063
d_ULS	0.533	0.533
d_G	0.334	0.334
Chi-square	208.159	208.159
NFI	0.822	0.822

Source: Researcher Processed Data, 2024

In this test, it is necessary to pay attention to the model being studied by looking at the results on the NFI (Normed Fit Index). The NFI value shows what percentage of the model studied is fit.

## Hypothesis Testing Path Coefficients

**Table 13: Results Path Coefficients Stage One**

	Brand Awareness	Digital Marketing	Electronic Word of Mouth	Purchase Decision	Social Media Marketing
Brand Awareness				0.368	
Digital Marketing			0.946	0.402	0.967
Electronic Word of Mouth	<b>0.249</b>				
Purchase Decision					
Social Media Marketing	<b>0.497</b>				

Source: Researcher Processed Data, 2024

**Table 14: Results Path Coefficients Stage Two**

	Brand Awareness	Digital Marketing	Purchase Decision
Brand Awareness			<b>0.366</b>
Digital Marketing	0.718		<b>0.403</b>
Purchase Decision			

Source: Researcher Processed Data, 2024

The table of results above shows that the variables used in this study are directly related to have a positive value because the P-value is greater than 0.05, so all variables used can be declared accepted.

## T-Statistics

**Table 15: Test Results T-Statistics**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Keterangan
Brand Awareness -> Purchase Decision	0.368	0.374	0.126	2.924	0.002	Diterima
Digital Marketing -> Purchase Decision	0.402	0.403	0.113	3.568	0.000	Diterima
Electronic Word of Mouth -> Brand Awareness	0.249	0.248	0.142	1.757	0.040	Diterima

Social Media Marketing -> Brand Awareness	0.497	0.501	0.121	4.127	0.000	Diterima
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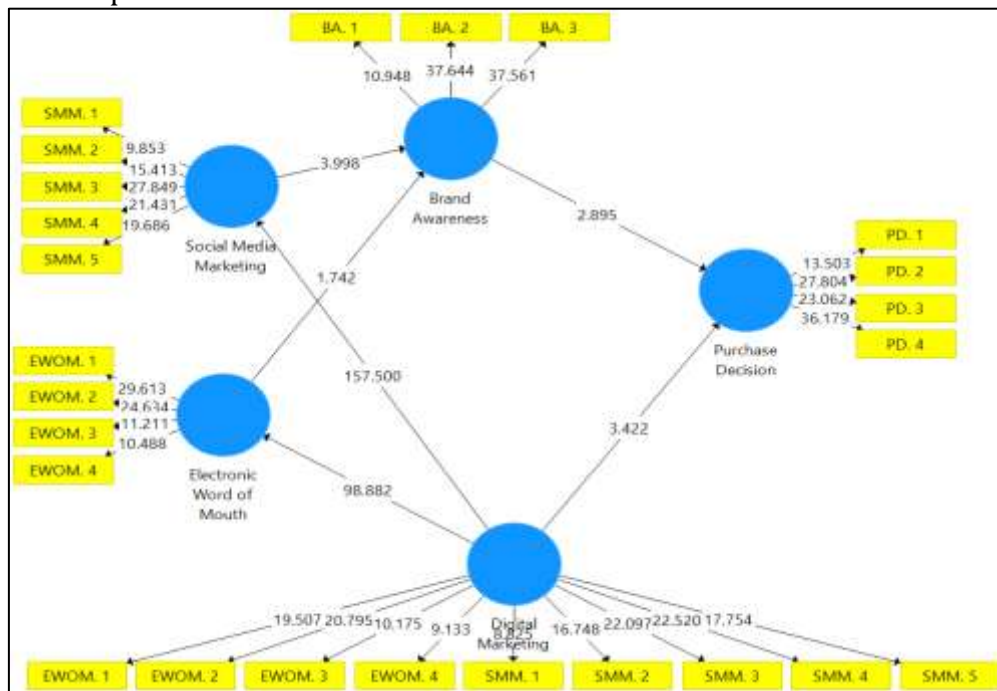
Source: Researcher Processed Data, 2024

**Table 16: Test Results T-Statistics Variable Intervening**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Keterangan
Digital Marketing -> Brand Awareness -> Purchase Decision	0.262	0.257	0.100	2.633	0.004	Diterima

Source: Researcher Processed Data, 2024

The T-statistics test was carried out to test the significance of the influence of exogenous variables as a whole on the endogenous variables used in this study. The P-Value value generated from each hypothesis is P-value < 0.05. So it can be concluded that the whole hypothesis is acceptable.



**Figure 2 Output T-statistics**

Source: Researcher Processed Data, 2024

### **Social Media Marketing Has a Significant Effect on Brand Awareness (H1)**

Social Media Marketing (SMM) has been proven to significantly increase brand awareness of Ketan Talam Durian products at Viera Oleh-Oleh Pekanbaru. SMM strategies such as engaging visual content, promotion, and interaction through social media are able to reach a wider audience. This is reinforced by the behavior of the majority of productive consumers (28-38 years old) who are actively looking for product information on social media.

### **Electronic Word of Mouth Has a Significant Effect on Brand Awareness (H2)**

Electronic Word of Mouth (E-WOM) has a significant influence on brand awareness. Viera's E-WOM strategy, such as customer testimonials, positive reviews on social media, and collaborations with influencers, increases consumer trust. The content that customers share



helps consumers understand the advantages of a product, strengthen brand recognition, and create a positive image.

### **Brand Awareness Has a Significant Effect on Purchase Decision (H3)**

Brand awareness has a significant influence on purchase Decision. The high level of brand awareness makes the product easily recognizable and memorable, encouraging purchase interest. Social media promotion is effective in increasing brand recall. High brand awareness creates consumer trust and strengthens the decision to buy.

### **Digital Marketing Has a Significant Effect on Purchase Decision (H4)**

Digital marketing has a significant influence on the purchase decision of Ketan Talam Durian products. Digital strategies such as SMM and E-WOM make it easier for consumers to find information, attract interest, and influence purchases. Competitive price promotions and engaging content have managed to reach low- to middle-income consumers.

### **Digital Marketing Has a Significant Effect on Purchase Decision through Brand Awareness (H5)**

Digital marketing has a significant effect on purchasing Decision through brand awareness. SMM and E-WOM strategies increase brand recognition influencing consumer Decision. However, the direct effect of digital marketing on purchase Decision is stronger than the indirect effect through brand awareness. Therefore, strengthening brand awareness remains important to support digital marketing strategies.

## **CONCLUSION**

Based on the results of the research conducted, the following conclusions can be drawn: (1) Social Media Marketing has a significant effect on Brand Awareness. (2) Electronic Word of Mouth has a significant effect on Brand Awareness. (3) Brand Awareness has a significant effect on Purchase Decision. (4) Digital Marketing has a significant effect on Purchase Decision. (5) Digital Marketing has a significant influence on Purchase Decision through Brand Awareness. This study shows that the original sample value of Digital Marketing on Purchase Decision is much greater than the original sample value of Digital Marketing on Purchase Decision through Brand Awareness. Which means that it is important to strengthen brand awareness directly to increase purchase Decision, while the role of brand awareness as a mediator needs to be considered but not the main factor in influencing consumer Decision.

The suggestions in this study are as follows: (1) To improve the entertainment aspect in the marketing of Ketan Talam Durian products, Viera Oleh - Oleh can make simple games or quizzes on social media, such as guessing about raw materials or product advantages, with prizes in the form of discount vouchers or free products. (2) Viera Oleh - Oleh need to improve quick responses to questions on social media, providing friendly and solutive answers to build consumer trust. (3) Viera Oleh - Oleh can design a bundling package of Ketan Talam Durian products with other products that consumers often buy, such as typical drinks or traditional snacks, to encourage larger purchases. (4) Viera Oleh - Oleh can increase brand recognition by providing special promotions on e-commerce platforms such as Shopee, such as discounts or free shipping vouchers, to attract the attention of consumers who shop online.

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