

## The Influence of Digital Marketing and Brand Image on Consumer Purchase Interest in Ashiaapfood Instant Food Products

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### ABSTRACT

The purpose of this study is to ascertain how consumer interest in purchasing Ashiaapfood quick food products is influenced by digital marketing and brand image. This study uses an associative and descriptive technique approach and is quantitative in nature. 535,800 TikTok users who follow ASHIAAAP Food were the study's population, and 100 respondents made up the sample. In addition to using the multiple linear regression analysis approach, this analysis additionally tests the research instrument's validity and reliability. The study findings indicate that brand image and digital marketing factors have a simultaneous and partial impact on purchase interest. According to this research, ASHIAAAP Food can assess its brand image and digital marketing on TikTok social media to pique consumers' interest in making a purchase from consumers of ASHIAAAP Food goods. According to this study, brand image has a 67.85% influence on purchasing interest, but digital marketing has a 16.05% influence. Eighty-three percent of purchase interest is impacted by brand image and digital marketing, with the remaining seventeen percent coming from other factors not covered in this study

## **INTRODUCTION**

Switching from traditional marketing to modern marketing, namely digital marketing, a business can use digital marketing as a marketing tool to increase sales both domestically and abroad (Sekaran and Bougie, 2016).

In the online shopping system, when consumers decide to buy a product, it cannot be avoided that risks can arise and be accepted by consumers (Gohary, 2019). The risk in question is in the form of fraud, for example, the virtual shop in question is a fictitious shop, there are delays in delivering goods to consumers, and there are defects in the goods purchased. the goods received do not match what is offered on the internet and other things can happen (Apriadi and Saputra, 2017).

Legal certainty for consumers in e-commerce transactions is needed to build consumer trust. To protect against these losses, the possibility of legal protection for consumers is contained in the law. UUPK regulates consumer rights and obligations, including Article (Onainor, 2019); (Gruen, et al, 2020).

Article 16 UUPK trade agents are prohibited from providing goods and/or services through purchase orders: Other provisions that specifically regulate electronic commerce or E-commerce commercial transactions are government regulations (Peter, et al, no date). PP 80/2019 also regulates that if business activities via electronic systems are detrimental to consumers, consumers can report to the Minister (who carries out business in the commercial sector) and submit a request for approval.

Global competition today requires companies to compete effectively in marketing and selling their products. Companies must employ the right strategies to maintain product demand among consumers.

With the progress of the creative industry and increasingly developing digital marketing, many food and beverage brands have emerged with their own innovations. Almost all of these new brands carry out their marketing activities through several digital marketing platforms such as Instagram, Tiktok, Shopee, Tokopedia, etc.

Purchase intention is a tendency for consumers to be interested and then take action related to purchasing through various stages and levels of possibility up to the ability to purchase a particular product, service or brand.

AshiaapFood is one of the instant ready-to-eat Korean food producers, the Korean wave is still mushrooming and haunting several countries, including Indonesia. These food products have competitive quality with other modern or traditional food products. With busy sales at PT. Ashiaap Berkah Benefits, it is certain that this food producer is successful in selling its food products. Referring to the realities mentioned above, researchers are interested in conducting research related to the influence of digital marketing and brand image on consumer purchasing interest in Ashiaap Food instant food products.

## LITERATURE REVIEW

### **The Influence of Digital Marketing on Purchase Interest**

According to Alya & Helni (2020), the results of Digital Marketing on purchasing interest have a positive influence, which can be found from the Digital Marketing dimensions explained, namely: arch engine operations, online public relations, and social networks.

The discoveries of this study are steady with earlier examination by Izzah Nur and Ivo, named "The Impact of Computerized Showcasing on Customer Buy Revenue in the Tokopedia Commercial center," which reasoned that there is a critical impact of Hierarchical Culture (X1) on Worker Execution (Y) (Gultom, 2014, p. 182). In view of the consequences of the exploration led, it very well may be reasoned that computerized promoting affects purchaser buying interest. The site is recognized as the most powerful calculate expanding customer buying revenue as a component of the computerized showcasing variable. The speculation is that there is an impact of computerized advertising on buy interest at Ashiaapfood.

### **The Influence of Brand Image on Purchase Intention**

According to P. Kotler & Keller, (2012) quoted by Musay, 2013 Brand Picture is the discernment and conviction held by buyers, as reflected by the affiliations implanted in the client's memory, which is constantly recollected first when they hear the motto and is inserted in the personalities of shoppers, then as per Tjiptono and Fandy (2015)

The results of research presented in the journal (Nisbah. B, 2018) state that the Giant Brand Image has a positive effect on consumer buying interest at Super Swalayan Giant, Alauddin Makassar Branch.

In view of the consequences of the examination that has been done, it very well may be reasoned that there is an immediate connection between Brand Picture and purchaser purchasing interest. On the off chance that the business substance is great, buyer fascination with the creation offered will increment and the item will be handily known to general society.

H2: There is an influence of Brand Image on purchasing interest.

### **The Impact of Computerized Showcasing and Brand Picture on Buy Expectation**

Sahidillah and Luthfi (2022) found that product design and digital marketing have a positive and significant effect on purchasing interest. This aligns with the research conducted by Febrianti and Ajat Sudrajat (2021), which indicates that digital marketing and brand image influence purchasing interest. This suggests that appealing color, shape, and external appearance increase buying interest. Similarly, effective digital marketing, including comprehensive information on social media and company websites, can also elevate purchasing interest.

Based on the above explanation, the author concludes that digital marketing and brand image significantly impact purchasing interest.

H 3: There is an influence of digital marketing and brand image on purchasing interest at Ashiaap Food.

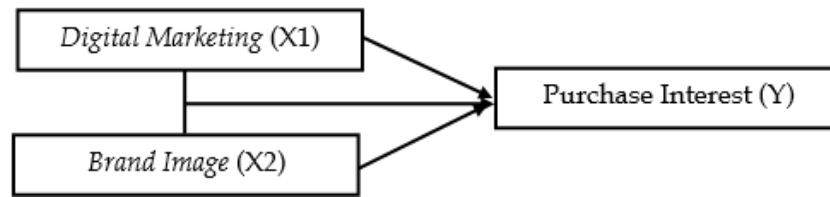


Figure 1. Research Paradigm

**METHODOLOGY**

**Research Plan**

In this examination, quantitative exploration techniques with elucidating and cooperative methodologies are used. The engaging technique is utilized to notice what is happening and changes in factors, for example, advanced showcasing, brand picture, and buy interest. Then again, the acquainted strategy is utilized to examine the connection between the previously mentioned factors.

**Population and Sampling Techniques**

**Population**

The populace in this review was 535,800 based on the number of followers on the Ashiaap food TikTok social media.

**Sample**

In this research, researchers used a probability sampling technique, namely an examining method that gives equivalent open doors to every component or individual from the populace to be chosen as an example (Sugiyono, 2017: 82). The quantity of tests in this review was 100 respondents.

**Operational Research Variables**

For more data, see the accompanying table for working with factors:

Table 1. Operational Variables

Variable	Definition	Dimensions	Indicators	Scale	No
<i>Digital Marketing</i> (X1)	According to Chaffey (2013:27) Computerized Showcasing is the utilization of innovation to help advertising exercises pointed toward expanding buyer information by adjusting to their necessities. Online marketing activities managed	Utilization of Innovation	Facilitate the dissemination of information	Ordinal	1
			Attract consumers' attention	Ordinal	2
		Helping Promoting Exercises	Wide product advertising reach	Ordinal	3
			Advertisements on the internet attract consumer	Ordinal	4

	by business organizations are usually websites, blogs and social media, these are online activities carried out by the main business stakeholders, namely employees and consumers		interest		
		Expanding Customer Information	Spread the benefits about the product	Ordinal	5
			Introducing products to consumers	Ordinal	6
<i>Brand Image (X2)</i>	As indicated by Kotler Keller (2012:274), Brand Picture can be shaped through feeling that comes from outside as a contacting message or what is called data that a person receives. Brand Image is the public's view of an organization or its items. Picture is affected by many elements that are beyond the organization's reach.	Establishing Product Character Feature	Appropriate product quality	Ordinal	1
			Have a good image viewing angle	Ordinal	2
			Have a good image	Ordinal	3
		Emotional Strength	Ashiaap Food Understands consumer interests	Ordinal	5
			Ashiaap is known to care about consumers	Ordinal	6
		Strong character	People easily recognize Ashiaap Food products/brands	Ordinal	7
			Products that are easy for consumers to find and are	Ordinal	8

			different from others		
Menat Beli (Y)	Understanding purchasing interest as per Kotler and Keller (2012:15), "Buying interest is conduct that shows up as a reaction to an item that shows the buyer's craving to make a buy."	Attention	People pay attention to Ashiaap Food products	Ordinal	1
			Consumers' main choice in choosing similar products	Ordinal	2
		Interest	There is a desire to buy the product	Ordinal	3
			There is public interest in the product	Ordinal	4
		Will	People want to choose products	Ordinal	5
			There are no demands in choosing products	Ordinal	6
		Action	Encourage people to buy	Ordinal	7
			Feel confident in your choice of product	Ordinal	8

Source: Created by Researchers, 2024

## RESULTS

### Research result

#### Descriptive Discussion of Digital Marketing

Given the consequences of exploration led on 100 respondents through the dissemination of polls, recurrence circulation, and weighting of every pointer in the Computerized Showcasing still up in the air as follows:

Table. 2 Research Categories

Absolute Score	Category
100-179	Very Bad
180-259	Not Great
260-339	Passably
340-419	Good
420-499	Very good

Source: Data Processed by the Author

Table.3 Recapitulation of Digital Marketing Variable Weights

Statement	Alternative Answers, Actual Frequency and Weight										Actual Weight	Category
	SS (5)		S (4)		N (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
<b>Provide information</b>												
Information Provided by Ashiaap Food Easy to Enter Homepage	24	240	35	145	15	45	24	48	2	2	355	Good
The advertisement given by Ashiaap food is interesting	12	60	65	260	14	42	9	18	0	0	341	Good
<b>Persuade &amp; Influence</b>												
Ashiaap Food's social media advertisements reach potential buyers far away	21	105	36	144	17	51	22	44	4	4	348	Good
After seeing the Ashiaap Food advertisement, I was interested in buying	16	80	30	120	30	90	22	44	2	2	336	Passably
<b>Creating an Impression</b>												
Existing advertisements explain the advantages of the product	19	95	29	116	32	96	17	34	3	3	344	Good

Statement	Alternative Answers, Actual Frequency and Weight										Actual Weight	Category
	SS (5)		S (4)		N (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Ashiaap Food's social media advertisements introduce products to consumers	25	110	25	100	29	87	23	46	1	1	344	Good
<b>Satisfying Desires</b>												
<b>Average of Digital Marketing Variables</b>											<b>344</b>	<b>Good</b>

Source: Data Processed by the Author

Information:

SS = Strongly Agree, S = Agree, N = Neutral, TS = Disagree, STS = Strongly Disagree, F = Frequency, and B = Weight.

According to the table, the Brand Image variable comprises eight statements with an average weight value of 345, placing it in the good category within the range of 340-419. The lowest actual weight value is found in the statement "Ashiaap Food products are products with a good image", with a value of 332. The statement with the highest actual weight value is "Ashiaap Food products are easily recognized by consumers", with an average value of 357, also falling in the good category. This is attributed to the unique brand positioning of Ashiaap Food, making it easily distinguishable from its competitors.

**Descriptive Discussion of Purchase Interest Variables**

Table.4 Recapitulation of Brand Image Variable Weights

Statement	Alternative Answers, Actual Frequency and Weight										Actual Weight	Category
	SS (5)		S (4)		N (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
<b>Provide information</b>												
The quality of the product is in accordance with what is advertised by Ashiaap Food	21	105	34	136	20	60	24	48	1	1	348	Good
Potential consumers' assessment of Ashiaap Food is good	16	80	37	148	27	81	19	38	1	1	348	Good
<b>Persuade &amp; Influence</b>												
Ashiaap Food is a product with a good image	17	85	31	124	22	66	27	54	3	3	332	Passably
Ashiaap Food understands consumers' desires and interests	22	110	27	108	21	63	28	56	2	2	339	Good

Statement	Alternative Answers, Actual Frequency and Weight										Actual Weight	Category
	SS (5)		S (4)		N (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
<b>Creating an Impression</b>												
Ashiaap Food cares about consumers	11	55	40	160	25	75	22	44	2	2	336	Passably
Consumers easily recognize Ashiaap Food	24	120	32	132	19	57	24	48	0	0	357	Good
<b>Satisfying Desires</b>												
Ashiaap Food products are easily recognized by consumers	25	125	33	132	17	51	24	48	1	1	357	Good
Ashiaap Food products are easy for consumers to find	20	100	34	136	23	69	22	44	1	1	350	Good
<b>Average Brand Image Variable</b>											<b>345</b>	<b>Good</b>

Source: Data Processed by the Author

Information:

SS = Strongly Agree, S = Agree, N = Neutral, TS = Disagree, STS = Strongly Disagree, F = Frequency, and B = Weight.

As per the table, the Brand Picture variable includes eight articulations with a typical weight worth of 345. This falls in the great class as it exists in the scope of 340-419. The least genuine weight esteem is tracked down in the explanation "Ashiaap Food items are items with a decent picture" with a worth of 332. The assertion with the most noteworthy genuine weight esteem is "Ashiaap Food items are effectively perceived by shoppers" with a typical worth of 357, which additionally falls in the great classification. This distinction is credited to Ashiaap Food's one of a kind brand position, making it effectively discernable from its rivals.

### Descriptive Discussion of Purchase Interest Variables

Table.5 Recapitulation of Actual Weights of Purchase Interest Variables

Statement	Alternative Answers, Actual Frequency and Weight										Actual Weight	Category
	SS (5)		S (4)		N (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
<b>Product Selection</b>												
Prospective Buyers Pay Attention to Ashiaap Food's Developments	16	80	35	140	25	75	24	48	1	1	344	Good
Ashiaap Food is the main choice	18	90	35	140	19	57	24	48	4	4	339	Passably

Statement	Alternative Answers, Actual Frequency and Weight										Actual Weight	Category	
	SS (5)		S (4)		N (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
when choosing similar products													
<b>Brand Choice</b>													
After Seeing Ashiaap Food's Social Media Ads, Consumers Want to Buy	11	55	40	160	25	175	22	44	2	12	336	Passably	
Potential Consumers Have an Interest in Buying Ashiaap Food Products	16	80	37	148	27	81	19	38	1	1	348	Good	
<b>Distribution Options</b>													
There is no coercion in choosing Ashiaap Food products when purchasing	15	75	35	140	25	75	24	48	1	1	339	Passably	
Prospective Consumers are Free to Choose Products According to Their Wishes	14	70	40	160	20	60	23	46	3	3	339	Passably	
<b>Waktu Pembelian</b>													
Ashiaap Food Social Media Ads Encourage People to Buy	25	125	31	124	21	63	22	44	1	1	357	Good	
Feel Confident About Prospective Buyers' Product Choices	26	130	28	112	18	54	28	56	0	0	352	Good	
<b>Average Purchase Interest Variable</b>											<b>344</b>	Good	

Source: Data Processed by the Author

Information:

SS = Strongly Agree, S = Agree, N = Neutral, TS = Disagree, STS = Strongly Disagree, F = Frequency, and B = Weight.

In light of the table, it tends to be presumed that the item quality variable comprises of twelve proclamations with a genuine typical weight worth of 344. This worth falls inside the great classification for what it's worth in the stretch 340-419. The outcomes show that the assertion "After Seeing the Ashiaap Food

Social Media Advertisement, Consumers Want to Buy" has the lowest actual weight value of 336. This occurs because the ASHIAAAP Food social media advertisement is less attractive, failing to generate buying interest from followers.

The Impact of Computerized Promoting on Buy Interest at ASHIAAAP Food

In this review, different straight relapse examination is utilized to test the relationship. The study involves 2 independent variables - digital marketing and brand image, and the dependent variable is buying interest. To determine the significance of the influence of digital marketing on purchase interest, you can refer to the regression output below:

Table 6. Multiple Linear Regression Test Results

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	3.011	1.140		2.643	.010		
	Digital Marketing	.239	.117	.188	2.045	.044	.197	5.072
	Brand Image	.704	.087	.744	8.107	.000	.197	5.072

a. Dependent Variable: Minat Beli

Source: SPSS Processing Results Version 25, 2023

Based on the data results using SPSS version 25, the following regression coefficients were obtained

$$\beta = 3,011$$

$$X1 = 0,239$$

$$X2 = 0,704$$

So the multiple linear regression equation in this research is as follows:

$$\beta = 3,011 + 0,239X1 + 0,704X2$$

The given equation can be explained as follows:

1. The constant value  $\beta=3.011$  indicates that if the digital marketing and brand image variables remain at zero (0) or unchanged, then the purchasing decision value is 3.011.
2. The regression coefficient for the digital marketing variable (X1) is 0.239. This means that if the digital marketing variable (X1) increases by 1%, while assuming the digital marketing variable is constant, then interest in purchasing ASHIAAAP Food products will increase by 23.9%. This shows that TikTok social media promotion has a positive impact on purchasing decisions.

Testing the t-test (partial test) to determine if digital marketing partially influences buying interest significantly. The results of the t-test using SPSS version 25 are as follows:

Table.7 T Test (Partial Test)

Coefficients <sup>a</sup>			
Model		T	Sig.
1	(Constant)	2.643	.010
	DIGITAL MARKETING	2.045	.044
	BRAND IMAGE	8.107	.000
a. Dependent Variabel: MINAT BELI			

Source: SPSS Processing Results Version 25, 2023

In light of the consequences of the t-test handled utilizing SPSS, an importance an incentive for the computerized promoting variable was viewed as 0.000, which is under 0.1 (research importance level). The t-test was directed with an importance level ( $\alpha$ ) of 10% and an example size of  $n=100$ , which gives levels of opportunity (df) as  $n-2$ , i.e.,  $df=98$ . The incentive for the advancement variable showed a t-measurement of 2.643, which is more prominent than the basic t-worth of 1.2902. Accordingly, the invalid speculation ( $H_0$ ) is dismissed, and the substitute theory ( $H_1$ ) is acknowledged. This shows that there is an impact of the advanced showcasing variable on the buying interest in ASHIAAAP Food items. Simply a speedy note on the estimation strategy for estimating the effect of Corporate Culture on Worker Execution. We utilize the equation  $\text{Beta} \times \text{Zero Request} \times 100$  percent. Beta represents the normalized relapse coefficient, and zero request alludes to the incomplete connection of every free factor with the reliant variable. By utilizing SPSS the Beta and zero request values are gotten as follows:

Table.8 Partial Determination Coefficient Test Results

		Coefficients <sup>a</sup>							
		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	3.011	1.140		2.643	.010			
	Digital Marketing	.239	.117	.188	2.045	.044	.854	.203	.083
	Brand Image	.704	.087	.744	8.107	.000	.912	.636	.330

a. Dependent Variable: Minat Beli

Source: SPSS Processing Results Version 25, 2023

In light of the table above, estimations can be made to acquire the halfway impact of each Digital Marketing variable (X1):  $0.188 \times 0.854 \times 100\% = 0.1605 = 16.08\%$ . Based on these calculations, it is known that the influence of the Digital Marketing variable (X1) is 16.08%.

### The Influence of Brand Image on Purchase Interest at ASHIAAAP Food

To see the meaning of the impact of brand image on purchasing interest, you can see the regression output below:

Table 9. Impact of Brand Image

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
Model		B	Std. Error	Beta	t	Sig.		
1	(Constant)	3.011	1.140		2.643	.010		
	Digital Marketing	.239	.117	.188	2.045	.044	.197	5.072
	Brand Image	.704	.087	.744	8.107	.000	.197	5.072

a. Dependent Variable: Minat Beli

Source: SPSS Processing Results Version 25, 2023

Based on the data results using SPSS version 25, the following regression coefficients were obtained:

$$\beta = 3,011$$

$$X1 = 0,239$$

$$X2 = 0,704$$

So the multiple linear regression equation in this research is as follows:

$$\beta = 3,011 + 0,239X1 + 0,704X2$$

The relapse condition referenced above shows the connection between the free factor and the reliant variable. The condition gives the accompanying experiences:

1. The constant value  $\beta=3.011$  suggests that if the digital marketing and brand image variables remain unchanged or equal to zero, the purchasing decision value is 3.011.
2. The regression coefficient for the brand image variable (X2) is 0.704, which means that a 1% increase in the brand image variable results in a 70.4% increase in the purchasing decision, assuming other variables remain constant. This suggests that the brand image of ASHIAAAP Food positively influences purchasing interest.

Additionally, a t-test (partial test) was conducted to determine whether digital marketing has a significant influence on purchasing decisions. The SPSS version 25 results are as follows:

Table.9 T Test (Partial Test)

Coefficients <sup>a</sup>			
Model		T	Sig.
1	(Constant)	2.643	.010
	DIGITAL MARKETING	2.045	.044
	BRAND IMAGE	8.107	.000

a. Dependent Variabel: MINAT BELI

Source: SPSS Processing Results Version 25, 2023

Based on the results of the t-test processed using SPSS, a significance value for the digital marketing variable can be obtained as 0.044, which is less than 0.1 (research significance level) and also equal to 0.000, also less than 0.1 (research significance level). The t-test is conducted with a significance level ( $\alpha$ ) of 10%, and it is known that the sample size (n) is 100, with degrees of freedom (df) being n-2, namely df=98. The obtained value for df is 1.29025.

The brand picture variable shows a t-worth of 8.107, which is more prominent than the basic t-worth of 1.9025. In this way, the invalid speculation (H0) is dismissed and the elective speculation (H1) is acknowledged. This shows a critical impact of the brand picture variable on the buying interest in ASHIAAAP Food items.

To evaluate the greatness of the impact of the Corporate Culture variable on Representative Execution, computations are led utilizing the equation Beta x Zero Request x 100 percent. Beta addresses the normalized relapse coefficient, and zero request connotes the incomplete relationship of every free factor to the reliant variable. Utilizing SPSS, the upsides of Beta and zero request are acquired as follows:

Table.10 Partial Determination Coefficient Test Results

		Unstandardized Coefficients		Standardized Coefficients			Correlations		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)	3.011	1.140		2.643	.010			
	Digital Marketing	.239	.117	.188	2.045	.044	.854	.203	.083
	Brand Image	.704	.087	.744	8.107	.000	.912	.636	.330

a. Dependent Variable: Minat Beli

Source: SPSS Processing Results Version 25, 2023

In view of the table over, an estimation can be done to get the fractional impact of each Brand Picture variable (X1):  $0.744 \times 0.912 \times 100$  percent =  $0.6785 = 67.85\%$  In light of these computations, it is realized that the impact of the Brand Picture variable (X1) is 67.85%.

The Influence of Digital Marketing and Brand Image on Consumer Purchase Interest in ASHIAAAP Food Products

After the classical multiple linear assumptions have been checked and fulfilled, then digital marketing and brand image will be tested on purchasing interest.

Table.11 F Test Table (Simultaneous Test)

		ANOVA <sup>a</sup>				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4216.782	2	2108.391	252.618	.000 <sup>b</sup>
	Residual	809.578	97	8.346		
	Total	5026.360	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Image, Digital Marketing

Source: SPSS Processing Results, Researcher 2023

The consequences of the F test show that the worth of *Fhitung* is 252,618 while the worth of *Ftabel* with an importance level of  $\alpha=10\%$  with levels of opportunity  $V1=$  ;  $V2 = n - p - 1 = 100-2-1 = 97$ . This implies that the worth of *Ftabel* is 3.09

Table.12 Conclusion of Simultaneous Testing

Nilai <i>Fhitung</i>	Nilai <i>Ftabel</i>	Kesimpulan
252.618	3.09	Signifikan

Source: SPSS Processing Results Version 25, 2023

The factual computations show that the worth of *Fhitung* 111.535 is more prominent than *Ftabel* 3.09. With an importance worth of 0.000 under 0.1, H0 is dismissed and H1 is acknowledged. This implies that advanced promoting and mark picture in all actuality do affect interest in buying ASHIAAAP items.

To evaluate the effect of the Authority variable on Representative Execution, we ascertain utilizing the equation Beta x Zero Request x 100 percent. Beta addresses the normalized relapse coefficient, while zero request signifies the halfway connection of every autonomous variable to the reliant variable. In SPSS, the Beta and zero request values are as per the following:

Table.13 Simultaneous Determination Coefficient

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.916 <sup>a</sup>	.839	.836	2.88897	1.936

a. Predictors: (Constant), Brand Image, Digital Marketing

b. Dependent Variable: Minat Beli

Source: SPSS Processing Results Version 25, 2023

In table 4.48, the computations utilizing SPSS show that the coefficient of assurance R-square is 0.839. This implies that the autonomous factors in the review, advanced advertising and brand picture, by and large have an impact of 83.9% on buying choices, while the leftover 16.1% is affected by factors excluded from this review.

## DISCUSSION

### The Influence of Digital Marketing on Purchase Interest in ASHIAAAP Food Products

In view of the consequences of the t test handling utilizing SPSS, an importance an incentive for the computerized promoting variable can be gotten of  $0.000 < 0.1$  (research importance level). The t test with a worth of  $\alpha=10\%$ , it is known that  $n=100$  with  $df=n-2$ , to be specific  $df=98$  is 1.29025. The buy interest variable shows a worth of *thitung* of 2,643, and that implies it is more noteworthy than the worth of *ttabel* 2,643 > 1.290 25 then H0 is dismissed and H1 is acknowledged. This intends that there is an impact between computerized advertising factors on buying interest in ASHIAAAP Food items. This means that if the marketing carried out by ASHIAAAP Food in digital media is more attractive, it will provide a positive contribution to customer purchasing interest. The digital marketing variable provides an influence and contribution of 16.05% Digital marketing is a way of communicating with the public as potential buyers without needing to meet face to face. The concept of society has adapted to buying online. Through digital marketing, company marketing communications to explain the company's product brand can save energy and time. Typically, digital marketing provides more benefits for sellers and consumers, because it is easy for

consumers to find out about various products so that they are quickly known to the public or reduce marketing costs for company products (Asyikin & Heryenzus, 2023).

The consequences of the t test show that the relapse coefficient is 0.267, tcount is 2.579 > ttable is 1.66, sig (p-esteem) is 0.013 < 0.5, and that implies that the computerized showcasing variable impacts interest in picking Akbara Surakarta Polytechnic. The demonstrated positive and huge impact of advanced promoting on revenue in picking the Akbara Surakarta Polytechnic implies that the higher the computerized advertising, the higher the premium in picking the Akbara Surakarta Polytechnic, on the other hand the lower the advanced showcasing, the lower the interest in picking the Akbara Surakarta Polytechnic. In light of the consequences of the examination that has been done, it is presumed that on the off chance that computerized promoting essentially affects purchasing revenue, it implies that the higher the advertising on advanced stages, the higher the purchasing interest.

### **The Influence of Brand Image on Intention to Buy Ashiaap Food Products**

In view of the consequences of the t test handling utilizing SPSS, an importance an incentive for the brand picture variable can be gotten of  $0.044 < 0.1$  (research importance level). equivalent to  $0.000 < 0.1$  (research importance level). The t test with a worth of  $\alpha=10\%$ , it is known that  $n=100$  with  $df=n-2$ , to be specific  $df=98$  is 1.29025. The computerized promoting variable shows a worth of *thitung* of 8,107, and that implies it is more prominent than the worth of *t tabel*, in particular  $8,107 > 1.29025$  then  $H_0$  is dismissed and  $H_1$  is acknowledged. This intends that there is a critical impact between the brand picture variable on buying interest in ASHIAAAP Food items. The brand picture variable gives a commitment or impact on buying interest of 67.85%.

Brand Picture is a portrayal of the general view of a brand and is shaped from data and previous encounters with that brand. Brand to mark is connected with mentalities as convictions and inclinations towards a brand. Buyers who have a positive picture of a brand are bound to make buys. (Setiadi, 2013, p. 109) The consequences of the t test show that the relapse coefficient is 0.416, tcount is 3.744 > ttable is 1.66, sig (p-esteem) is 0.000 < 0.5, and that implies the brand picture variable affects interest in picking Akbara Surakarta Polytechnic. The demonstrated positive and critical impact of brand picture on interest in picking the Akbara Surakarta Polytechnic implies that the more the understudy's image picture, the more the interest in picking the Akbara Surakarta Polytechnic, on the other hand the lower the understudy's image picture, the lower the interest in picking the Akbara Surakarta Polytechnic. In light of the exploration results above, it tends to be reasoned that the brand picture of an item impacts buying interest.

### **The Influence of Digital Marketing and Brand Image on Purchase Intention**

In view of the table above, it tends to be reasoned that the aftereffects of factual estimations show the worth *Fhitung* 111.535 > *Ftabel* 3.09. The importance esteem is  $0.000 < 0.1$ , then  $H_0$  is dismissed and  $H_1$  is acknowledged, implying that computerized promoting and brand picture influence interest in purchasing ASHIAAAP items. This shows that the relationship (correlation) between the independent variable of this research and the dependent variable is 0.929 or 92.9%, meaning that interest in buying Make Over cosmetics in the city of Medan has a

strong relationship with the digital marketing variables (X1) and brand image (X2). Meanwhile, the coefficient of determination (R Square) value is 0.862, meaning that any changes in the purchase interest variable can be explained by the digital marketing and brand image variables of 0.862 or 86.2%.

Based on research and data processing results, it can be concluded that digital marketing and brand image influence purchasing interest simultaneously.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

Based on the data obtained and the results of data processing in this research, the following conclusions can be drawn:

1. The digital marketing carried out by ASHIAAAP Food is good but there are still 344 aspects below average regarding interest after seeing advertisements or promotions for Ashiaap Food products
2. Brand Image is in a good category but there are 345 aspects below average regarding ASHIAAAP Food products which have a poor image among its customers
3. Purchase interest is included in the good category, but there are aspects below the average of 344, namely the ASHIAAAP Food product. After seeing the advertisement, the customer is not interested or interested in buying
4. Digital marketing partially influences purchase interest in ASHIAAAP Food products.
5. Brand Image partially has a positive effect on Purchase Interest for ASHIAAAP Food products
6. Digital marketing and Brand Image simultaneously have a significant effect on purchasing interest in ASHIAAAP Food products.

### **Recommendations**

The author's information regarding the results or analysis and discussion of this research is as follows:

1. Based on the conclusions of this research, digital marketing and brand image influence purchasing interest, thus marketing on digital platforms can be improved or upgraded in terms of digital marketing content, so that the brand image of Ashiaaap food followers continues to increase and Ashiaap food buyers also continue to grow
2. Based on the conclusions of this research, digital marketing and brand image influence purchasing interest in Ashiaaap Food products. It is recommended that there be more innovation in conducting marketing campaigns so that Ashiaap Food products in terms of sales continue to compete with similar products
3. Considering the large number of buyers at a young age or what we could call millennials and Gen Z, it is recommended that existing marketing strategies continue to develop following customer interests. The brand image that has been built must also be leveled because buyers of this age group are very sensitive to social issues in society. If they act wrongly, Ashiaaap Food products could be boycotted.

4. Digital Marketing carried out by Ashiaaap Food is lacking in conveying information so that it gets the lowest weight in terms of marketing. When providing marketing information and product descriptions it should be very clear so as not to cause misunderstandings between ASHIAAAP Food and potential buyers.
5. Some ASHIAAAP Food products do not suit the needs or tastes of buyers. This is due to differences in tastes between buyers. ASHIAAAP Food should carry out research again as to what products are really in demand and needed by the market so that it can carry out STP well.
6. ASHIAAAP Food products are not the first choice as snacks with other products. ASHIAAAP Food is still unable to compete with similar products. ASHIAAAP Food should start aggressively carrying out marketing or brand positioning so that their brand is embedded in the minds of prospective buyers so that buyers will choose ASHIAAAP Food products as their main choice.

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