

# The Role of Brand Image in Mediating the Influence of Digital Marketing on Purchase Decisions for Agricultural Production Facilities Products at CV. Damar Batur Nusantara

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**Abstract.** Consumers who decide to buy products or services will have an impact on sales performance. Efforts to increase sales will continue to be made by trying to improve consumer purchasing decisions. The purpose of this research is to determine the impact of digital marketing on brand image, the impact of digital marketing on purchasing decisions and the impact of brand image on purchasing decisions for agricultural equipment customers in Indonesia. The analysis method uses descriptive analysis as well as validity and reliability tests and hypothesis testing. With a population of all customers who purchased agricultural equipment, a sample of 98 respondents was determined. The results of statistical calculations show that digital marketing has a significant positive effect on purchasing decisions. Digital marketing has a significant positive effect on brand image. Brand Image has a significant positive effect on purchasing decisions.

**Keywords:** brand image; digital marketing; buying decision; agricultural tools.

## 1 Introduction

The times and increasingly rapid economic growth have brought about many advances and changes that have occurred in the business world. This change is marked by the progress of human thought patterns which are increasingly developing. Human desires are increasingly diverse and this also requires business people or producers to continue to rack their brains in order to fulfill the desires and needs of customers and maintain their respective businesses. Currently, there are various ways to maintain a business and to introduce it to all elements of society, one of which is the use of cyberspace, namely via the internet. This progress has an impact on all business fields, including the agricultural business, one of which is the agricultural product facilities business.

With a population of 281,603,800 people, the need for agricultural products such as rice has also increased significantly (BPS, 2024). According to information from the National Food Agency (Bapanas), Indonesia's rice needs in 2024 will reach 31.2 million tonnes. With the need for that much rice, the need for agricultural equipment to produce rice also increases. Because many

companies providing agricultural equipment have emerged. Several large companies that provide agricultural equipment include: PT. Kaltim Jaya Makmur, PT. Suryo Argo Mandiri, PT. Caliber Mitra Sakti, UD. Dua Sriti, CV. Karunia MAknur Persada, CV. Mulia Mandiri Sentosa and many other companies operating in the field of providing agricultural equipment. The existence of this company providing agricultural equipment is very meaningful for farmers as a national food provider. Farmers will decide to buy agricultural equipment that can increase their crop yields. For companies that provide agricultural inputs, the presence of farmers is also an advantage for them because these farmers will decide on purchasing agricultural input products. This purchasing decision by farmers is highly expected by agricultural equipment companies, because this is what allows this company to continue its business life.

Purchasing decisions are a process carried out by consumers regarding a product which must go through several stages of the process [1]. According to [2], The purchasing decision process is a five-stage process that consumers go through, starting from recognizing the problem, searching for information, evaluating alternatives that can solve the problem, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has an impact long after That. Consumer purchasing decisions begin with problem recognition and end with the decision to purchase a product and also post-purchase. Purchasing decisions made by consumers can increase due to the brand image of the products being offered and also promotions through digital marketing.

Brand image is the perception, image and association formed in the minds of customers regarding a brand or product. This is closely related to the way customers view, perceive and assess the brand. These decisions involve a variety of factors, including individual needs and desires, preferences, perceptions, and previous experiences. According to [3], Brand image is the perception and association formed in the minds of customers regarding a brand. A positive brand image can influence customer attitudes, product quality perceptions, and purchasing decisions. Customers who have a positive perception of a brand image tend to buy products or services from that brand. Research than [4], [5], [6], [7], [8], [9], [10], [11], [12], [13], [14], [15], [16], [17], [18], [19], [19], [20], [10], [18], results that brand image has a positive impact on purchasing decisions.

According to [21], The definition of digital marketing is an effort to market products or services via the internet or is called online marketing, e-marketing, or e-commerce. According to [62], the definition of digital marketing can be interpreted as the marketing and promotion process of a brand, product or service which is carried out through digital media and requires an internet network for its activities. In an era like today, digital marketing has become a new way for companies to reach consumers in various remote areas. Consumers can get information about a product from digital marketing carried out by companies that offer products or services. By looking at product offers through digital marketing, it is possible that a purchasing process will occur from consumers. Thus, it can be ascertained that purchasing decisions can be caused by the promotion of goods and services through digital marketing. Research conducted by [22], [23], [24], [25], [26], [27], [28], [29] which results in digital marketing having an impact on purchasing decisions.

Brand image is an image formed in the minds of people who will consume products or services who will carry out activities with the brand and usually this brand is formed through several things such as logos, designs and personal consumer experiences. Brand image can be conveyed to consumers in various ways so that consumers can get to know the brand well and in detail. One way to introduce a brand can be through promotion via digital marketing. Currently, with

the development of information technology, brand recognition can also be easily recognized by the public through promotions via digital marketing. Research conducted by several researchers such as that carried out by [30], [31], [32] states that digital marketing can improve the brand image of a product or service. Other research was conducted by:[30], [33], [34], [35] states that digital marketing can improve the brand image of a product or service. Other research was conducted by:[36] It turns out that digital marketing has no impact on brand image.

CV. Damar Batur Nusantara is one of the domestic companies that has taken part in enlivening the provision of agricultural product facilities and infrastructure. CV sales turnover. Damar Batur Nusantara for the end of 2023 is presented in Table 1.

**Table 1.** Sales Data for 2023

No	Month	Sales Turnover	Percentage
1.	June	Rp 1.200.000.000	40%
2.	July	Rp 1.550.000.000	52%
3.	August	Rp 1.450.000.000	48%
4.	September	Rp 2.100.000.000	70%
5.	October	Rp 2.250.000.000	75%
6.	November	Rp 2.655.000.000	89%

Source: CV Damar Batur Nusantara, 2023.

Sales results from CV. Damar Batur Nusantara, which is presented in Table 1, can be said to experience continuous improvement at a time when business competition is increasing. This increase in sales does not mean that CV's performance. Batur Nusantara is already doing well, but there may still be many opportunities to increase the sales turnover that has been achieved currently. Based on the concept used in this research related to the research variable, namely brand image as a mediating variable between digital marketing and purchasing decisions, the results of which are still not significant, this research aims to determine whether digital marketing has an impact on brand image and purchasing decisions for customers CV. Damar Batur Nusantara.

## **2 Literature Review**

### **2.1 Purchasing Decision**

According to [1], The definition of a purchasing decision is that it is a process that begins when a consumer recognizes a problem, obtains information, then evaluates whether the product or service can meet their needs, and after that decides whether to buy or not. The buyer's decision is closely related to the product or service to be purchased so that customer needs can be met. Consumers make many considerations before making a decision to purchase an item. Customers will determine products or services that they feel can meet their needs. There are several factors that customers consider when deciding to buy a product or service, namely product quality, price, brand, reputation, product attributes, promotions and previous customer experience.

## 2.2 Digital Marketing

[21] defines digital marketing as marketing activities carried out by utilizing platforms on the internet. Marketing of products and services carried out via the Internet can also be said to be online marketing, e-marketing, and also e-commerce. With current technological developments, many companies are using the internet to advance their business. Digital marketing involves utilizing digital tools such as the internet, computers, mobile phones, and social media to create, communicate, and provide value to customers. This includes activities such as online marketing, digital advertising, content marketing, and social media marketing [37].

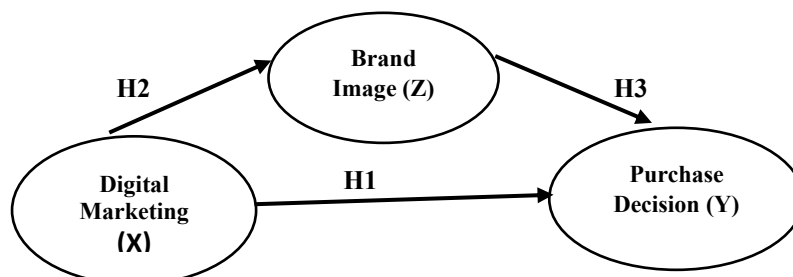
## 2.3 Brand Image

According to [37], Brand image is the perception, image, and association formed in the minds of customers regarding a brand or product. This is closely related to the way customers view, perceive, and assess the brand. These decisions involve a variety of factors, including individual needs and desires, preferences, perceptions, and previous experiences. According to [38], the Brand image includes the attributes, benefits, values, and lifestyle associated with a brand. Customers use the brand image as a reference to make purchasing decisions that suit their needs, preferences, and identity. A strong brand image can influence customer perceptions and differentiate a brand from competitors.

## 3 Methods

This research aims to test whether the independent variable digital marketing has an impact on the internal brand variable and the dependent variable on purchasing decisions on CV. Damar Batur Archipelago. The descriptive method will be used in this research because this method uses a problem formulation relating to questions regarding the existence of independent variables, either only on one variable or more. [39]. All customers on CV. Damar Batur Nusantara was used as the population in this study. Multivariate research requires a sample of at least 5 times the number of indicators [40]. The variables used are the independent variable, namely digital marketing, the intervening variable, namely brand image, and the dependent variable, namely purchasing decisions. The number of indicators for digital marketing is 4, the number of indicators for brand image is 3, the number of indicators for purchasing decisions is 3. Thus the total number of indicators is 10. The minimum number of samples is 5 x the number of indicators, so the minimum total sample is  $5 \times 10 = 50$ . For this research, 98 respondents were determined so that they met the requirements for a sample. Descriptive analysis, analysis for testing measuring instruments, and also hypothesis testing are used in this research.

### 3.1 Research Conceptual Framework



### 3.2 Research Hypotheses

1. Digital marketing has a positive influence on purchasing decisions.
2. Digital marketing has a positive influence on brand image.
3. Brand image has a positive influence on purchasing decisions.

## 4 Results

### 4.1 Validity Test Results

According to [41], a Validity test is a tool used to measure whether a measuring instrument is valid or not. A measuring instrument in research is said to be if the questions used in the research can answer something that will be measured in the question asked. The results of the validity test in this research are presented in Table 2 below.

**Table 2.** Validity Test Results

Variable	Indicator	Validity Value	Results
Digital Marketing (X)	X1	0.828	Valid
	X2	0.806	Valid
	X3	0.875	Valid
	X4	0.745	Valid
Brand Image (Z)	Z1	0.853	Valid
	Z2	0.892	Valid
	Z3	0.866	Valid
Purchase Decision (Y)	Y1	0.835	Valid
	Y2	0.879	Valid
	Y3	0.764	Valid
	Y4	0.788	Valid

Based on the data presented in Table 2, it is known that all statement items for the digital marketing variables (X1), brand image Z) and customer decisions (Y) are valid because they have values above 0.7.

### 4.2 Reliability Test Results

[42] states that a reliability test is a test aimed at proving the accuracy, consistency and precision of an instrument in measuring a measuring instrument. If a questionnaire has a Cronbach's Alpha value  $\geq 0.70$ , it is declared reliable. The results of the reliability test in this study are presented in Table 3 below.

**Table 3.** Reliability Test Results

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Rule of Thumb</b>	<b>Information</b>
Digital Marketing (X)	0,888	0,7	Reliable
Brand Image (Z)	0,840	0,7	Reliable
Purchase Decision (Y)	0,834	0,7	Reliable

The reliability test results presented in Table 3 show that the Cronbach's alpha value for all variables is above 0.7. Thus, it can be concluded that each variable construct is reliable or meets the reliability requirements.

### **4.3 Research Hypothesis Test Results**

The aim of this research will be answered by testing the research hypothesis. The research hypothesis in this study consists of 3 hypotheses. To find out whether the hypothesis is accepted or rejected, it can be seen from the significance value of the research results. The results of hypothesis testing in this research are presented in Table 4 below.

**Table 4.** Hypothesis Test Results

<b>Relationship Between Variables</b>	<b>Path Coefficient</b>	<b>P values</b>	<b>Description</b>	<b>Results</b>
Digital Marketing (X) → Purchase Decision (Y)	0.234	0.020	Significant	H1 Accepted
Digital Marketing (X) → Brand Image (Z)	0,258	0.010	Significant	H2 Accepted
Brand Image (Z) → Purchase Decision (Y)	.367	0.000	Significant	H3 Accepted

## **5 Discussion**

### **5.1 The Influence of Digital Marketing on Purchasing Decisions**

Calculation of statistical results shows that the coefficient value of the digital marketing variable is 0.234 with a p-value of 0.020. These results indicate that digital marketing has an impact on purchasing decisions. Companies that use digital marketing to market their products can increase purchasing decisions made by consumers. Consumers know the types of products from digital marketing carried out by the company. Thus, the first hypothesis (H1) is accepted and

H0 is rejected. The first hypothesis states that digital marketing has an impact on purchasing decisions. By accepting this hypothesis, it is theoretically proven that the higher the digital marketing, the higher the purchasing decisions by consumers. The results of this research are finally in accordance with the prevailing theory that connects digital marketing with consumer purchasing decisions. The results of this research have many similarities with the results of previous research, namely those carried out by:[43], [25], [44], [24], [23], [22], which states that digital marketing carried out by companies has a positive and significant effect on consumer purchasing decisions.

## **5.2 The Influence of Digital Marketing on Brand Image**

Calculation of statistical results shows that the coefficient value of the digital marketing variable is 0.258 with a p-value of 0.010. These results indicate that digital marketing has an impact on brand image. Digital marketing is an effort by companies to market their products through marketing with the help of the internet so that it is hoped that all consumers can be reached. By doing digital marketing, it turns out that you can give an impression that is attached to the brand of a product. Consumers will get to know a company's products or services because they are often broadcast through marketing using internet services. The second hypothesis (H2) from this research was finally accepted because the statistical results showed that the p value of the digital marketing variable which was linked to brand image was smaller than the required value, namely 0.05. The results of this research are in accordance with supporting theories, while in this research there are significant similarities in results with previous research conducted by [30], [31], [32], [33], [34], [45], [35] stated that digital marketing has a positive and significant effect on brand image. However, this is not in line with research conducted by [36].

## **5.3 The Influence of Brand Image on Purchasing Decisions**

Calculation of statistical results shows that the coefficient value of the brand image variable is 0.367 with a p-value of 0.000. These results indicate that brand image rather than CV. Damar Batur Nusantara has been developed and ultimately has an impact on consumer purchasing decisions. Thus, the third hypothesis (H3) states that brand image positively impacts consumer purchasing decisions is accepted and H0 is rejected (rejects H0). Brand image is an effort by the company so that the product or service offered is always a perception in the minds of consumers so that consumers will always remember the product or service they need. Thus, it is important for companies to always strive to present a brand image to consumers so that consumers remain loyal to the products or services that consumers need.

The results of this research are supporting the theories. In this research, there are significant similarities in results with previous research conducted by [46], [47], [48], [49], [50], [51], [52], [53], [54], [55], [56], [57], [5], [4], [12], [7], [10], [11], [9], [8], [58], [13], [59], [14], [60], [18], [17], [61], [9], which states that brand image has a positive and significant effect on purchasing decisions.

## 6 Conclusion

The conclusions in this research after considering the results and theory as well as previous research results are as follows: Digital marketing carried out by CV. Damar Batur Nusantara apparently has a significant positive influence on decisions to purchase agricultural equipment. Digital marketing that has been implemented by CV. Damar Batur Nusantara can improve its brand image. The brand image that has been built by CV. Damar Batur Nusantara has been able to provide improvements in purchasing decisions for agricultural products.

Suggestions that can be given to CV. Damar Batur Nusantara is that the implementation of digital marketing and brand image must continue to be improved considering that these two variables can improve purchasing decisions for agricultural products.

Research related to purchasing decisions has been carried out and has resulted in implications for the development of Marketing Management theory. The practical implication that can be contributed from this research is to increase consumer purchasing decisions on CV. Damar Batur Nusantara is related to agricultural input products. It is recommended that agricultural products be provided by CV. Damar Batur Nusantara is always updated and follows technological developments.

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