

## THE ROLE OF DIGITAL MARKETING, BRAND IMAGE, AND CUSTOMER SERVICE IN INFLUENCING PURCHASE DECISIONS AT ONE STREET FOOD IN PEKANBARU

Suyono<sup>1</sup>, Enjelina Juniaty<sup>2</sup>, Nyoto<sup>3</sup>, Ety Murwaningsari<sup>4</sup>, Yvonne Augustin S<sup>5</sup>, Muhammad Ridwan<sup>6</sup>  
<sup>1,2,&3</sup>Institut Bisnis dan Teknologi Pelita Indonesia, <sup>4&5</sup>Universitas Trisakti, <sup>6</sup>Institut Teknologi dan Bisnis Master  
Email: [suyono@lecturer.pelitaindonesia.ac.id](mailto:suyono@lecturer.pelitaindonesia.ac.id)

### ABSTRACT

The aim of this research is to determine the influence of digital marketing, brand image, and service quality on purchasing decisions at One Street Food in Pekanbaru. The population in this study consists of 19,000 visitors to OSF in Pekanbaru. The data analysis techniques used in this study include descriptive analysis and multiple linear regression analysis with the aid of statistical software. The population for this research consists of consumers who made purchases at One Street Food Pekanbaru. The sample size was determined using the Slovin formula, amounting to 100 people, and the sample will be taken using the accidental sampling method. The data analysis in this study employs multiple linear regression analysis with the help of SPSS. Based on the research findings, it was found that digital marketing has a positive and significant influence on purchasing decisions, brand image has a positive and significant influence on purchasing decisions, and service quality has a positive and significant influence on purchasing decisions at One Street Food in Pekanbaru. It is recommended that One Street Food (OSF) in Pekanbaru should consistently pay attention to how to create a strong brand image to foster purchasing decisions, particularly in terms of increasing the variety of tenants available for selection, so that the brand image applied to OSF can further enhance consumer purchasing decisions.

**Keywords:** Digital Marketing; Brand Image; Service Quality; Purchasing Decisions

## PERAN PEMASARAN DIGITAL, CITRA PERUSAHAAN, DAN LAYANAN PELANGGAN DALAM MEMPENGARUHI KEPUTUSAN PEMBELIAN DI ONE STREET FOOD PEKANBARU

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh digital marketing, citra merek dan kualitas pelayanan terhadap keputusan pembelian pada One Street Food di Pekanbaru. Populasi pada penelitian ini adalah 19.000 pengunjung OSF di Pekanbaru. Teknik analisis data pada penelitian ini menggunakan analisis deskriptif dan analisis regresi linier berganda dengan bantuan software statistik. Populasi penelitian ini adalah konsumen yang melakukan pembelian pada One Street Food Pekanbaru. Sedangkan jumlah sampel yang ditentukan menggunakan rumus slovin berjumlah 100 orang dan akan diambil dengan menggunakan metode accidental sampling. Analisis data dalam penelitian ini menggunakan metode analisis linear berganda dengan bantuan SPSS. Berdasarkan hasil penelitian diperoleh bahwa digital marketing berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian pada One Street Food di Pekanbaru. Disarankan kepada One Street Food (OSF) di Pekanbaru untuk diharapkan selalu memperhatikan dengan baik bagaimana cara menciptakan citra merek yang baik agar mampu menciptakan keputusan pembelian. Terutama terkait cara meningkatkan ragam tenant untuk dipilih, sehingga citra merek yang diterapkan pada OSF dapat lebih meningkatkan keputusan pembelian konsumen

**Kata kunci:** Digital Marketing; Citra Merek; Kualitas Pelayanan; Keputusan Pembelian

## INTRODUCTION

Most people, especially Pekanbaru, are very fond of seeing new things supported by the trend of eating out making people compete to come and taste everything in the place. A *food court* is a place or location that is organized and managed by a management where sellers can be in the form of stalls or counters selling various types of food and usually there is additional entertainment such as live music and others. Each *existing food court* highlights its identity with various concepts.

Likewise with one of the *food courts* in Pekanbaru City, *One Street Food* (OSF) which is located on Jl. Pemuda, komp. City Walk Youth, Payung Sekaki District, Pekanbaru City, Riau Province. *One Street Food* (OSF) serves various types of contemporary snacks that are in great demand by the people of Pekanbaru. To attract consumers, OSF held a *Pre-Opening* on January 1, 2022 which aimed to conduct a "test run" of the trial period before it was officially opened. Then on January 22, 2022, a grand opening was held at 19.00 WIB by presenting *singer* artist Jaz Hayat which was open to the public for free.

Compared to its competitors Raun-raun and Riau Garden which have a similar concept, OSF has several advantages. In addition to holding *events* to attract visitors, OSF also provides a place that can be used by the community to hold an activity such as a birthday. Not only that, OSF also provides a Children's Ball Bath ride so that those who come with their children can still enjoy their visit to OSF, namely by playing culinary chili sauce.

Another interesting thing in OSF is related to the availability of public facilities. Here, the management deliberately built a prayer room that can be used by visitors to worship. OSF has a variety of public facilities. The parking area is also very large. The location is in the complex, so that security, cleanliness, security and CCTV are all full 24 hours. So it is ensured that visitors who come will be safe and comfortable when at OSF. OSF is also very open to various groups and ages, ranging from children and teenagers, adults can all gather at OSF. You can *have a meeting*, you can hang out, you can *hang out*, you can get together with family, friends and relatives.

Based on OSF visitor data from OSF archive data in 2022, the number of visitors will reach 9200 visitors and in 2023 it will reach around 9800 visitors. Especially in October and November, the number of visitors increased due to concerts that had a different concept than before. It can be concluded that in 2023 there will be a very drastic increase, because OSF holds different *events* than before, making people curious about their latest events, for which many come and enjoy the various series of events that have been planned.

Where the first thing that becomes a concern is the purchase decision at OSF Pekanbaru. According to the purchase decision is a selection of two or more alternative options, in other words the choice/alternative must be available to a person when making a decision. On the other hand, if the consumer has no alternative to choose and is really forced to make a purchase, then the situation is not a decision. The results of the pre-survey conducted to 57 people who have been consumers in (OSF) Pekanbaru are as follows Indrasari (2019).

**Table 1. Recapitulation of OSF Consumer Pre-Survey Results in Pekanbaru City**

No	Question	Answer	
		YES	NOT
1	Do you know OSF?	54 (94,7%)	3 (5,3%)
2	Have you ever visited OSF?	48 (84,2%)	9 (15,8%)
3	Is OSF one of the tourist attractions and culinary centers that must be visited?	50 (87,7%)	7 (12,3%)

Source: Processed Data, 2024

Based on Table 1, the results were obtained that 54 out of 57 people or as many as 94.7% were consumers and knew the Pekanbaru OSF and the remaining 3 people or 5.3%. And out of 57 people, 48 people or 84.2% of people have visited OSF Pekanbaru, while the remaining 9 people or 15.8% have never visited OSF Pekanbaru. While out of 57 people, 50 or 87.7% made OSF one of the places to visit, the remaining 7 or 12.3% did not do so. The reason for choosing the answer is because some customers feel that the brand image and service quality created by OSF are still not as good as other tourist attractions and similar culinary centers. This shows that the purchase decision is one of the factors that must be considered by OSF Pekanbaru so as not to affect future revenue.

One way to assess the development of a business, especially tourist attractions and culinary centers, lies in its consumers. Income is obtained when consumers make transactions or decide to buy food. However, how satisfied consumers are after making a purchase and their decision to continue choosing the place and being willing to recommend is the main key to the success of a place known as consumer loyalty. Therefore, it is important for a business field, especially tourist attractions and OSF culinary centers, to maintain the loyalty of consumers they have so that they decide to buy, including OSF Pekanbaru.

Factors that affect *digital marketing purchase decisions*. *Digital marketing* is an effort to market a brand or product through the digital world or the internet. The goal is to reach consumers and potential consumers quickly

The Role of Digital Marketing, Brand Image, and Customer Service in Influencing Purchase Decisions at One Street Food in Pekanbaru (Suyono, Enjelina Juniaty, Nyoto, Ety Murwaningsari, Yvonne Augustin S, dan Muhammad Ridwan)

and on time. The importance of *digital marketing* for OSF is to inform information about *updates* about OSF developments or certain events. The relationship between *digital marketing* and purchase decisions is that people can see and know information without having to go to the location first, after seeing the information clearly, then the desire to go to that place and decide to buy anything at OSF.

Another factor that influences purchasing decisions is brand image. Brand image is the observation and trust that consumers hold, as reflected in associations or in consumer memory. The importance of Brand Image by OSF itself is how OSF can collaborate with national *brand tenants* and now OSF has collaborated with many tenants such as Menantea, Coco Summer, Janji Jiwa, Liang Sandwhich, Jommba and others. But here *tenants* who want to join must go through menu curation and even test *food* and are limited to the type of food if there is the same cannot be registered anymore, so it can be varied. The relationship between brand image and purchase decisions is that people will buy a product when they already know and know a brand and believe that the brand is safe to consume, but it is possible that curiosity will also make consumers try new menus that are not very well-known, for that brand is very influential on a person's purchase decision.

The next factor that influences the purchase decision is the quality of service. Service quality is a measure of the extent to which a service provided can meet consumer expectations. The importance of quality, especially service-based service, is very high anywhere, for OSF itself until now has a very good quality in terms of service and makes the end very comfortable in OSF and OSF itself requires every *tenant* to use POS cashier and is obliged to provide *stuck* shopping to buyers. 24-hour security and cleanliness are very maintained by the cleaning staff that has been provided. The relationship between service quality and purchasing decisions is how the *staff* at OSF provide good service so that people come to OSF comfortably and purchase decisions occur.

The purpose of this study is to find out and analyze the influence of *digital marketing*, brand image and service quality on the decision to purchase OSF in Pekanbaru.

## LITERATURE REVIEW

### Purchase Decision

According to the purchase decision, it is a selection of two or more alternative options, in other words, the alternative must be available to a person when making a decision. On the other hand, if consumers have no alternative to choose and are really forced to make a purchase, then this situation is not a decision (Indrasari, 2019). According to him, there are several indicators in the purchase decision process: (1) Fast in deciding, (2) Purchase on your own, (3) Act on product superiority, and (4) Confidence in the purchase (Schiffman & Kanuk, 2017).

### Digital Marketing

Digital marketing is a marketing technique for products and services that is carried out using digital media and commonly used such as websites, social media, email marketing, video marketing, advertising, SEO with the aim of reaching a wider market with internet media (Rachmadi, 2020). According to the Digital Marketing indicators, namely: (1) Anonymous & Pahar (2022) Accessibility, (2) Interactivity, (3) Entertainment, (4) Credibility, (5) Irritation, and (6) Informativeness.

### Brand Image

According to brand image, it is a person's perception of a brand that is formed from information and past experiences with the brand and is related to attitudes in the form of beliefs and preferences towards a brand Vishnu & Permana (2022). According to Kotler & Keller in, the measurement of brand image can be done based on aspects of a brand, namely: (1) (Juliet, 2020) Strength, (2) Uniqueness, (3) Favorable.

### Quality of Service

According to service quality is a behavior that can realize changes that will be needed by customers so that a customer can also conduct an evaluation of how the service is performed, service quality can be referred to as a measure that states how much level of service quality can be satisfied by purchasing decisions Jeany (2020). According to the service quality indicators, it consists of: (1) (Tjiptono & Chandra, 2016) Tangible (Physical Evidence), (2) Empathy (Empathy), (3) Responsiveness (Responsiveness), (4) Reliability (Reliability), and Assurance (Guarantee).

## Influence Between Variables and Hypotheses

### The Influence of Digital Marketing on Purchase Decisions

Digital marketing is an effort to market a brand or product through the digital world or the internet. The goal is to reach consumers and potential consumers quickly and on time. The importance of *digital marketing* for OSF is to inform information about updates about OSF developments or certain events. The relationship between digital marketing and purchase decisions is that people can see and know information without having to go to the location first, after seeing the information clearly then there is a desire to go to that place and decide to buy anything at OSF. Based on the results of the research conducted by Oleh, it can be concluded that (Wiranata et al., 2021)

Digital marketing has a positive and significant effect on Purchase Decisions. This result is supported by research from which also concludes that (Sopiyan, 2022) digital marketing has a positive and significant effect on purchase decisions. Meanwhile, the results of the study concluded that (Harlim, 2023) digital marketing has a positive and insignificant effect on purchase decisions.

H1: Digital Marketing has a positive effect on OSF Purchase Decision in Pekanbaru.

### The Influence of Brand Image on Purchase Decisions

Brand image is the observation and trust that consumers hold, as reflected in associations or in consumer memory. The importance of Brand Image by OSF itself is how OSF can collaborate with national brand tenants and now OSF has collaborated with many tenants such as Menantea, Coco Summer, Janji Jiwa, Liang Sandwhich, Jommba and others. But here tenants who want to join must go through menu curation and even test food and are limited to the type of food if there is the same cannot be registered anymore, so it can be varied. The relationship between brand image and purchase decisions is that people will buy a product when they already know and know a brand and believe that the brand is safe to consume, but it is possible that curiosity will also make consumers try new menus that are not very well-known, for that brand is very influential on a person's purchase decision. Based on the results of the study, it is concluded that brand image has a positive and significant effect on Purchase Decisions. This result is supported by research from which it is concluded that brand image has a positive and significant effect on purchase decisions. Meanwhile, the results of the study concluded that brand image does not have a significant effect on purchase decisions (Fatmaningrum et al., 2020) (Wiranata et al., 2021) (Wowor et al., 2021)

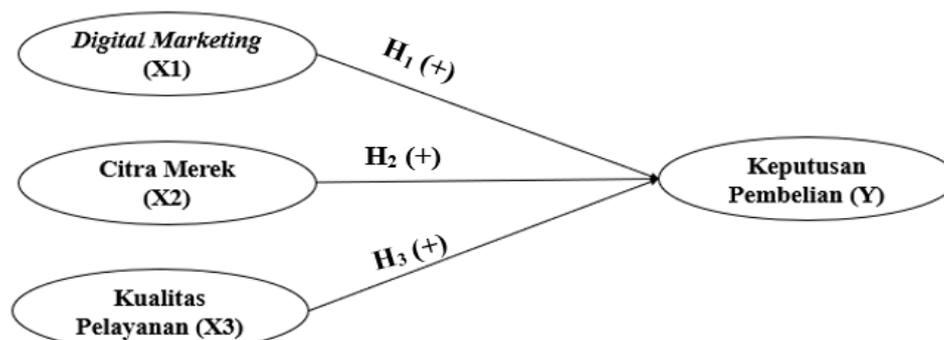
H2: Brand Image has a positive effect on the OSF Purchase Decision in Pekanbaru.

### The Effect of Service Quality on Purchase Decisions

Service quality is a measure of the extent to which a service provided can meet consumer expectations. The importance of quality, especially service-based service, is very high anywhere, for OSF itself until now has a very good quality in terms of service and makes the end very comfortable in OSF and OSF itself requires every *tenant* to use POS cashier and is obliged to provide *stuck* shopping to buyers. 24-hour security and cleanliness are very maintained by the cleaning staff that has been provided. The relationship between service quality and purchasing decisions is how the *staff* at OSF provide good service so that people come to OSF comfortably and purchase decisions occur. Based on the results of the study, the quality of service has a positive and significant effect on purchasing decisions. Meanwhile, the results of the research on service quality did not have a significant effect on the purchase decision. These results are supported by research that concludes that service quality does not have a significant effect on purchasing decisions (Wibowo & Rahayu, 2021) (Ramadani, 2020) (Baihaky et al., 2022)

H3: Service Quality has a positive effect on the OSF Purchase Decision in Pekanbaru.

### Framework Model



Source: Developed journals, 2024

Figure 1. Framework Model

Figure 1 shows the conceptual framework of this study.

## RESEARCH METHODS

### Location and Time of Research

Data collection and data management of this research was carried out in the city of Pekanbaru, precisely on Jl Pemuda Komplek Pemuda City Walk Block C06, with the object of the research being OSF visitors in Pekanbaru. And the research was conducted from November 2023 to January 2024.

The Role of Digital Marketing, Brand Image, and Customer Service in Influencing Purchase Decisions at One Street Food in Pekanbaru (Suyono, Enjelina Juniaty, Nyoto, Ety Murwaningsari, Yvonne Augustin S, dan Muhammad Ridwan)

### Population and Sampling

The population in this study is 19,000 OSF end in Pekanbaru. The sample was taken using the slovin formula with the minimum sample result that could be selected for the study with a population of 19,000 and a margin of error of 10% was 99 people rounded to 100 people. The sample collection method was carried out by the accidental sampling method.

### Data Analysis Methods

#### Respondent Characteristics Analysis

To find out the influence of Digital marketing, brand image, and service quality on purchase decisions, respondents were asked to provide an assessment of the dimensions of Digital marketing, brand image, and service quality where the respondents will be divided based on age, gender, type of work, amount of income and last education.

#### Multiple Linear Regression Analysis

Multiple regression analysis is a linear relationship between two or more independent variables and dependent variables. The equation model used in this study is digital marketing, brand image, and service quality for purchase decisions which can be seen as follows.

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

#### Hypothesis Test (t-Test)

The t-test is used to find out whether or not the independent variables partially have a real effect on the dependent variables. If  $t_{counts} > t_{table}$  and significant are smaller than alpha, then it has a significant effect. The alpha used in this study is 0.05 (Ghozali, 2016).

## RESEARCH RESULTS

**Table 2. Characteristics of Respondents**

Demographics	Category	Number of Respondents	%
Gender	Woman	54	54
	Man	46	46
	<b>Total</b>	<b>100</b>	<b>100</b>
Age	<17 Years	1	1,0
	17 - 25 Years	90	90,0
	26 - 34 Years	9	9,0
	<b>Total</b>	<b>100</b>	<b>100</b>
Job Type	Private Employees	60	60
	Students	25	25
	Entrepreneurial	15	15
	<b>Total</b>	<b>100</b>	<b>100</b>
The Amount of Income	< IDR 2,500,000	13	13
	> IDR 2,500,000 - IDR 3,500,000	21	21
	> IDR 3,500,000 - IDR 4,500,000	42	42
	> IDR 4,500,000	24	24
	<b>Total</b>	<b>100</b>	<b>100</b>
Last Education	Elementary / Equivalent	1	1
	High School / Equivalent	34	34
	Bachelor (S1)	65	65
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Processed data, 2024.

Based on Table 2, *One Street Food* (OSF) consumers in Pekanbaru from a total sample of 100 consumers, the majority have a female gender with a total of 54 people or 54%, while the minority is 46 people or 46%. These results explain that *One Street Food* (OSF) consumers in Pekanbaru are more female than men. This is because women are more likely to like to visit street food to gather with peers or office friends. Furthermore, the majority has an age range of 17-25 years with a total of 90 people or 90%, while the minority has an age range of <17 years with a total of 1 person or 1%. These results explain that the age in the age range of 17-25 years is the range where people enjoy and follow the trend of eating out or in public places.

In terms of the type of work, the majority have a type of job as a private employee, which is as many as 60 people or 60%, while a minority has a type of job as an entrepreneur, which is as many as 15 people or 15%. These results explain that the most dominant job of *One Street Food* (OSF) consumers in Pekanbaru is that private

employees tend to gather with their colleagues in public places to spend time on weekends or when there are office activities such as celebrating colleagues' birthdays to division or department gatherings. Then, the majority have an income in the *range* of >Rp. 3,500,000 – Rp. 4,500,000 as many as 42 people or 42%, while the minority has a large income of <Rp. 2,500,000, which is as many as 13 people or 13%. This result explains that the most dominant amount of income from *One Street Food* (OSF) consumers in Pekanbaru is >Rp. 3,500,000 – Rp. 4,500,000 because the amount of monthly income generally from the people in Pekanbaru is in that range

In terms of the last education, the majority have the last education in Bachelor (S1), which is 65 people or 65%, while the minority has the last education in Elementary / Equivalent, namely 1 person or 1%. This result explains that the last education of *One Street Food* (OSF) consumers in Pekanbaru is in the Bachelor (S1) range, this shows that the education standard of the people of Pekanbaru is already above the 12-year compulsory school standard. In addition, the average visitor is an office worker who has generally completed a Bachelor (S1) education.

### Questionnaire Test Validity Test

**Table 3. Research Validity Test**

Variable	Statement	CITC	CITC LIMITS	Information
<b>Purchase Decision (Y)</b>	Y.1.1	0.636	0.30	Valid
	Y.1.2	0.693	0.30	Valid
	Y.2.1	0.582	0.30	Valid
	Y.2.2	0.541	0.30	Valid
	Y.3.1	0.507	0.30	Valid
	Y.3.2	0.612	0.30	Valid
	Y.4.1	0.694	0.30	Valid
	Y.4.2	0.549	0.30	Valid
<b>Digital Marketing (X1)</b>	X.1.1.1	0.551	0.30	Valid
	X.1.1.2	0.534	0.30	Valid
	X.1.2.1	0.566	0.30	Valid
	X.1.2.2	0.541	0.30	Valid
	X.1.3.1	0.554	0.30	Valid
	X.1.3.2	0.525	0.30	Valid
	X.1.4.1	0.602	0.30	Valid
	X.1.4.2	0.577	0.30	Valid
	X.1.5.1	0.612	0.30	Valid
	X.1.5.2	0.610	0.30	Valid
	X.1.6.1	0.550	0.30	Valid
	X.1.6.2	0.570	0.30	Valid
<b>Brand Image (x2)</b>	X.2.1.1	0.551	0.30	Valid
	X.2.1.2	0.559	0.30	Valid
	X.2.2.1	0.546	0.30	Valid
	X.2.2.2	0.610	0.30	Valid
	X.2.3.1	0.602	0.30	Valid
	X.2.3.2	0.609	0.30	Valid
<b>Quality of Service (X3)</b>	X.3.1.1	0.549	0.30	Valid
	X.3.1.2	0.552	0.30	Valid
	X.3.2.1	0.603	0.30	Valid
	X.3.2.2	0.570	0.30	Valid
	X.3.3.1	0.626	0.30	Valid
	X.3.3.2	0.593	0.30	Valid
	X.3.4.1	0.523	0.30	Valid
	X.3.4.2	0.556	0.30	Valid
	X.3.5.1	0.483	0.30	Valid
	X.3.5.2	0.580	0.30	Valid

Source: Processed data, 2024

Based on the results of the data test in Table 3, it can be seen that the statement values in this research variable, namely *Digital Marketing* (X1), Brand Image (X2), Service Quality (X3) and Purchase Decision (Y) have a CITC of  $> 0.30$ , so all question items used are declared valid.

### Reliability Test

**Table 4. Reliability Test**

It	Variable	Alpha Value	Cut Off	Information
1	Purchase Decision (Y)	0.858	0.70	Reliable
2	<i>Digital Marketing</i> (x1)	0.875	0.70	Reliable
3	Brand Image (x2)	0.816	0.70	Reliable
4	Quality of Service (X3)	0.852	0.70	Reliable

Source: Processed data, 2024

Based on the results of testing the measuring tools used in this study in Table 4, the *alpha value of Cronbach's* produced by processing using the help of SPSS is above 0.70, so all variables, namely *Digital Marketing* (X1), Brand Image (X2), Service Quality (X3) and Purchase Decision (Y) used in this study are declared reliable.

### Classical Assumption Test

#### Normality Test

Based on the results of the normality test where the Asymp. Sig. (2-tailed) value produced is  $0.672 > 0.05$ , it can be concluded that the data collected in this study has a normal distribution. In addition, when viewed from the normal graph of the *P-Plot* where the plot spreads along a diagonal line which explains that the data used in this study has a normal distribution.

#### Heteroscedasticity Test

Based on the image above, it can be seen that there is no specific pattern on the graph, such as gathering in the middle, narrowing and then widening, or in other words the plot spreads pickled above or below the zero number on the *residual studentized regression* axis. Therefore, it was concluded that the data in the study were free from heteroscedasticity. In addition to the *scatterplot* method, the heteroscedasticity test in this study was also carried out with the Glejser Test and the significant values produced on each variable were greater than 0.05, so it was concluded that there were no heteroscedasticity symptoms in the variables used in the study.

#### Multicollinearity Test

Based on the results of data processing in this study, it can be seen that the VIF (*Variance Inflation Factor*) value produced by each variable in the model is less than 10, so it can be concluded that the regression model formed in this study does not have symptoms of multicollinearity.

#### Test Model

##### Simultaneous Test (test F)

Fcal is 53,626 with a significance of 0.000. The Ftable can be obtained from the statistical Ftable of 2.70. Thus, it is known that Fcalung ( $53.626 > Ftable (2.70)$ ) with Sig. ( $0.000 < 0.05$ ), meaning that simultaneously *digital marketing*, brand image and service quality have a significant effect on purchasing decisions on *One Street Food* (OSF) in Pekanbaru and the regression model in this study is feasible to use.

##### Determination Coefficient Test ( $R^2$ )

The *adjust R square* value for the model in this study is 0.615 or 61.5%, explaining that *digital marketing*, brand image and service quality can affect purchasing decisions at *One Street Food* in Pekanbaru, while the remaining 38.5% is influenced by other variables that are not used in this study.

#### Hypothesis Test Analysis

The result for multiple linear regression equation can be seen in Table 5.

**Table 5. Partial Test**

Variable	B	Hypothesis	T table	t count	Sig.	Result
(Constant)	2.511		1.661	1.007	0.316	
Digital Marketing (x1)	0.173	+	1.661	2.175	0.032	Positive and Significant Influence
Brand Image (x2)	0.460	+	1.661	3.110	0.002	Positive and Significant Influence
Quality of Service (X3)	0.246	+	1.661	3.485	0.001	Positive and Significant Influence

Source: Processed data, 2024

### The Influence of Digital Marketing on Purchase Decisions

The relationship between *digital marketing* and purchase decisions is that people can see and know information without having to go to the location first, after seeing the information clearly, then there is a desire to go to that place and decide to buy anything at OSF. So in theory, it is stated that *digital marketing* has a positive effect on purchase decisions, the higher *the digital marketing*, the higher the consumer's purchase decision. Based on the results of the respondents' characteristics, it was obtained that the majority of *One Street Food* consumers in Pekanbaru are female, with the majority age in the range of 17-25 years. Furthermore, the majority of the jobs of *One Street Food* consumers in Pekanbaru are as private employees with the majority of income in the range of >Rp. 3,500,000 – Rp. 4,500,000. Finally, the last education of *One Street Food* consumers in Pekanbaru, the majority of whom are Bachelor (S1)

Based on the results of the descriptive analysis or respondents' responses, *the digital marketing variable* has an average score that is rated well by the respondents, this is also in line with the results of the descriptive analysis or respondents' responses from the purchase decision variable which is rated high by the respondents on average. Furthermore, based on the value of the regression coefficient, it was found that *digital marketing* variables have a relationship or have a positive effect on the purchase decision variable. This is also in line with the results of hypothesis or partial testing that *digital marketing variables* have a positive and significant effect on purchase decisions. The results of this study are in accordance with the research from Wiranata et al., (2021) which stated that *digital marketing* has a positive and significant effect on purchase decisions, but is different from research from and Sopiyan (2022) Harlim (2023) which is likely to be caused by differences in the population and number of samples used in the study

### The Influence of Brand Image on Purchase Decisions

The relationship between brand image and purchase decisions is that people will buy a product when they already know and know a brand and believe that the brand is safe to consume, but it is possible that curiosity will also make consumers try new menus that are not very well-known, for that brand is very influential on a person's purchase decision. So in theory it is stated that brand image has a positive effect on purchase decisions, the higher the brand image, the higher the consumer's purchase decision. Based on the results of the respondents' characteristics, it was obtained that the majority of *One Street Food* consumers in Pekanbaru are female, with the majority age in the range of 17-25 years. Furthermore, the majority of the jobs of *One Street Food* consumers in Pekanbaru are as private employees with the majority of income in the range of >Rp. 3,500,000 – Rp. 4,500,000. Finally, the last education of *One Street Food* consumers in Pekanbaru, the majority of whom are Bachelor (S1).

Based on the results of the descriptive analysis or respondents' responses, the brand image variable has an average score that is rated well by the respondents, this is also in line with the results of the descriptive analysis or respondents' responses from the purchase decision variable which is rated high by the respondents on average. Furthermore, based on the value of the regression coefficient, it was found that the brand image variable has a relationship or has a positive effect on the purchase decision variable. This is also in line with the results of hypothesis or partial testing found that brand image variables have a positive and significant effect on purchase decisions. The results of this study are in accordance with the research from Fatmaningrum et al., (2020) which stated that brand image has a positive and significant effect on purchase decisions, but is different from research from and Wiranata et al., (2021) Wowor et al., (2021) which is likely to be caused by differences in the population and the number of samples used in the study.

### The Influence of Service Quality on Purchase Decisions

The relationship between service quality and purchasing decisions is how the *staff* at OSF provide good service so that people come to OSF comfortably and purchase decisions occur. So in theory it is stated that the quality of service has a positive effect on purchasing decisions, the higher the quality of service, the higher the consumer's purchase decision. Based on the results of the respondents' characteristics, it was obtained that the majority of *One Street Food* consumers in Pekanbaru are female, with the majority age in the range of 17-25 years. Furthermore, the majority of the jobs of *One Street Food* consumers in Pekanbaru are as private employees with the majority of income in the range

The Role of Digital Marketing, Brand Image, and Customer Service in Influencing Purchase Decisions at One Street Food in Pekanbaru (Suyono, Enjelina Juniaty, Nyoto, Ety Murwaningsari, Yvonne Augustin S, dan Muhammad Ridwan)

of >Rp. 3,500,000 – Rp. 4,500,000. Finally, the last education of *One Street Food* consumers in Pekanbaru, the majority of whom are Bachelor (S1).

Based on the results of the descriptive analysis or respondents' responses, the service quality variable has an average score that is rated very well by the respondents, this is also in line with the results of the descriptive analysis or respondents' responses from the purchase decision variable which is rated high by the respondents on average. Furthermore, based on the regression coefficient value, it was found that the service quality variable has a relationship or positive effect on the purchase decision variable. This is also in line with the results of hypothesis or partial testing that the service quality variable has a positive and significant effect on the purchase decision. The results of this study are in accordance with the research from Wibowo & Rahayu (2021) which stated that the quality of service has a positive and significant effect on the purchase decision, but is different from the research from Ramadan (2020) and which is likely to be caused by differences in the population and the number of samples used in the study. Baihaky et al., (2022)

### Discussion of Phenomena and Research Results

One of the *food courts* in Pekanbaru City is *One Street Food* (OSF) which is located on Jl. Pemuda, komp. City Walk Youth, Payung Sekaki District, Pekanbaru City, Riau Province. *One Street Food* (OSF) serves various types of contemporary snacks that are in great demand by the people of Pekanbaru. In 2022 the number of visitors to *One Street Food* (OSF) amounted to 9200 visitors and increased by 600 visitors in 2023 to 9800 visitors. However, there are still some consumers who feel that the brand image and service quality created by OSF are still not as good as other tourist attractions and similar culinary centers. This shows that the purchase decision is one of the factors that must be considered by OSF Pekanbaru so as not to affect future revenue. The factors that allegedly affect purchase decisions are *digital marketing*, brand image and service quality.

Based on the results of the research conducted by the variable *Digital Marketing* have a positive and significant influence on purchase decisions. This is because *One Street Food* (OSF) in Pekanbaru using a marketing concept based on *digital* or *Digital Marketing* which helps consumers to can see and know information without having to go to the location first, after seeing the information clearly, then the desire to go to that place and decide to buy anything at OSF.

Then, based on the results of research conducted by brand image variables, it has a positive and significant influence on purchase decisions. This is because *One Street Food* (OSF) in Pekanbaru has a good, known, and trusted brand image that makes consumers' curiosity to visit and enjoy menus increase, thus indirectly inviting purchase decisions at OSF.

Furthermore, based on the results of the research carried out, the service quality variable has a positive and significant influence on the purchase decision. This is because *One Street Food* (OSF) in Pekanbaru has employees or *staff* who are committed to providing the best service to their consumers, so that it will provide a sense of comfort when at OSF and result in purchasing decisions from consumers.

The results of the research that have been described show that *One Street Food* (OSF) in Pekanbaru in order to improve purchase decisions so that it does not affect future income is to pay attention to and improve variables that have a positive and significant influence on purchase decisions, namely *digital marketing*, brand image and service quality.

### CONCLUSION

The conclusions that can be drawn in this study based on the results of the research that have been carried out are as follows: (1) *Digital Marketing variables* have a positive and significant effect on Purchase Decisions at *One Street Food* (OSF) in Pekanbaru. This means that *Digital Marketing* has a unidirectional and meaningful influence on Purchase Decisions. If *Digital Marketing* improves, then Purchase Decisions will increase. On the other hand, if *Digital Marketing* experiences a decline, then Purchase Decisions will also decrease. (2) *Brand Image Variables* have a positive and significant effect on Purchase Decisions at *One Street Food* (OSF) in Pekanbaru. This means that *Brand Image* has a unidirectional and meaningful influence on Purchase Decisions. If *Brand Image* improves, then Purchase Decisions will improve. On the other hand, if the *Brand Image* decreases, the Purchase Decision will also decrease. (3) *Service Quality Variables* have a positive and significant effect on Purchase Decisions at *One Street Food* (OSF) in Pekanbaru. This means that *Service Quality* has a one-way and meaningful influence on Purchase Decisions. If the *Quality of Service* improves, the Purchase Decision will improve. On the other hand, if the *Quality of Service* decreases, then the Purchase Decision will also decrease.

Suggestions that can be given regarding the results of the research based on the results of the research are as follows: (1) For academics, the results of this research are expected to provide useful information about marketing management related to the analysis of the influence of *digital marketing*, brand image, service quality on purchasing decisions and can be an additional reference so that it can be used as a comparison or reference to conduct research that in the future. (2) For the Company, (a) It is recommended to *One Street Food* (OSF) in Pekanbaru to always pay close attention to how to create good *digital marketing* in order to be able to create purchase decisions. Especially related to how to increase the use of social media to help consumers complain if

there is a mistake in OSF, so that *digital marketing* applied to OSF can further improve consumer purchase decisions. (b) It is recommended to *One Street Food* (OSF) in Pekanbaru to always pay close attention to how to create a good brand image in order to be able to create purchase decisions. Especially related to how to increase the variety of *tenants* to choose from, so that the brand image applied to OSF can further improve consumer purchasing decisions. (c) It is recommended to *One Street Food* (OSF) in Pekanbaru to always pay close attention to how to create good service quality in order to be able to create purchasing decisions. Especially related to how to prioritize the interests of buyers, so that the quality of service applied to OSF can further improve consumer purchasing decisions.

## REFERENCES

- Andi, Suyono, Sudarno, Harry Patuan Panjaitan, Denisa Syahriza. (2023). Pengaruh Bauran Pemasaran 7p Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan Salon Orchid Cabang Sukajadi Pekanbaru. *Procuratio: Jurnal Ilmiah Manajemen*, [S.l.], v. 11, n. 3, p. 344-360, sep. 2023. ISSN 2580-3743.
- Andi, Suyono, Putra Al Hafis dan Hendri. (2023). Pengaruh Celebrity Endorser, Kualitas Produk, Desain Produk Terhadap Minat Beli Smartphone Asus Pada Mahasiswa Pelita Indonesia. *Procuratio: Jurnal Ilmiah Manajemen*, [S.l.], v. 8, n. 1, p. 23-36, mar. 2020. ISSN 2580-3743
- Baihaky, S., Yogatama, A. N., & Mustikowati, R. I. (2022). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Keputusan Pembelian Tokkebi Snacks Malang. *Jisos: Jurnal Ilmu Sosial*, 2(2), 85–104. <https://bajangjournal.com/index.php/JISOS/article/view/1643>
- Cahyaputeri, R., & Pahar, B. H. (2022). Pengaruh Digital Marketing, Kepercayaan dan Budaya Populer terhadap Keputusan Pembelian Michuu Coffe. *Jurnal Bisnis Perspektif (BIP's)*, 14(2), 83–93.
- Fatmaningrum, S. R., Susanto, & Fadhliah, M. (2020). Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Minuman Frestea. *Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi*, 4(1), 176–188. <https://doi.org/10.31955/mea.v4i1.270>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Harlim, J. M. (2023). Pengaruh Digital Marketing dan Kualitas Layanan terhadap Keputusan Pembelian Makanan Melalui Aplikasi Layanan Shopee Food di Jakarta. *Eprints Kwikkiangie*, 1(1), 1. <http://eprints.kwikkiangie.ac.id/id/eprint/3969>
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan* (1st ed., Vol. 1). Surabaya: Unitomo Press.
- Jeany, M. S. (2020). Pengaruh Kualitas Layanan, Relationship Marketing dan Kepercayaan terhadap Loyalitas Nasabah di Bank Sultra Cabang Pembantu Sao-Sao Kedari. In *Jurnal Progresif Manajemen Bisnis*. STIE IBEK.
- Juliet, J. (2020). Pengaruh Citra Merek, Kualitas Layanan, Promosi dan Harga terhadap Minat Beli Kembali Jasa Antar Ojek Online Merek Grab-Bike di Jakarta Pusat. *Jurnal Ekonomi Perusahaan*, 27(1), 1–13. <https://doi.org/10.46806/jep.v27i1.702>
- Rachmadi, T. (2020). *The Power of Digital Marketing*. Bandar Lampung: Tiga Ebook.
- Raharjo, T. W., & Rinawati, H. S. (2019). *Penguatan Strategi Pemasaran dan Daya Saing UMKM Berbasis Kemitraan Desa Wisata*. Surabaya: CV. Jakad Publishing. [https://www.google.co.id/books/edition/Penguatan\\_Strategi\\_Pemasaran\\_dan\\_Daya\\_Sa/IfYDwAAQB\\_AJ?hl=id&gbpv=0](https://www.google.co.id/books/edition/Penguatan_Strategi_Pemasaran_dan_Daya_Sa/IfYDwAAQB_AJ?hl=id&gbpv=0)
- Ramadani, M. (2020). Pengaruh Kualitas Pelayanan, Promosi dan Lokasi terhadap Keputusan Pembelian di Toko Handphone. *IQTISHADEquity Jurnal Manajemen*, 1(2), 36–46. <https://doi.org/10.51804/iej.v1i2.540>
- Schiffman, L. G., & Kanuk, L. L. (2017). *Consumer Behavior*. Pearson Prentice Hall.
- Sopiyan, P. (2022). Pengaruh Digital marketing dan Kualitas Pelayanan terhadap Keputusan Pembelian. *Coopetition: Jurnal Ilmiah Manajemen*, 13(2), 249–258. <https://doi.org/10.32670/coopetition.v13i2.1057>
- Suyono, Suhardjo, Tandy Sevendy, Yunia Sari dan Novi Wiliani. (2023). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Dan Loyalitas Pengguna E-Commerce Shopee Di Kota Pekanbaru. *Procuratio : Jurnal Ilmiah Manajemen*, [S.l.], v. 11, n. 4, p. 435-447, dec. 2023. ISSN 2580-3743
- Suyono, Andi, Yunia Sari, Denny Prima Kurnia, Marice Hutahuruk. (2021) Pengaruh Produk Dan Harga Terhadap Keputusan Pembelian Dan Loyalitas Konsumen Di PT. MURA MAHA AGUNG, Pekanbaru. *Kurs : Jurnal Akuntansi, Kewirausahaan dan Bisnis*, [S.l.], v. 6, n. 1, p. 41-52, june 2021. ISSN 2527-8215
- Suyono, Mario Paska Halim, Mukhsin, Peri Akri. (2020). Analisis Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Harga Terhadap Kepuasan Konsumen Di Mcdonald's Pekanbaru. *Kurs : Jurnal Akuntansi, Kewirausahaan dan Bisnis*, [S.l.], v. 5, n. 1, p. 70-84, june 2020. ISSN 2527-8215
- Suyono, Muhammad Ridwan, Helen, Ermina Rusliwati dan Wan Muhamad Kudri. (2022). Dampak Word Of Mouth, Kualitas Produk, Dan Citra Merek Dalam Upaya Meningkatkan Keputusan Pembelian Produk Powder Minuman. *Kurs: Jurnal Akuntansi, Kewirausahaan dan Bisnis*, [S.l.], v. 8, n. 2, p. 210-222, dec. 2023. ISSN 2527-8215

The Role of Digital Marketing, Brand Image, and Customer Service in Influencing Purchase Decisions at One Street Food in Pekanbaru (Suyono, Enjelina Juniaty, Nyoto, Ety Murwaningsari, Yvonne Augustin S, dan Muhammad Ridwan)

- Susanti, Mulyono, H., & Syamsuri, Abd. R. (2021). Pengaruh Ketersediaan dan Keragaman Produk Terhadap Keputusan Pembelian Pada PT Sumber Perintis Jaya Dolok Masihul. *JBM: Jurnal Bisnis Mahasiswa*, 1(2), 169–178. <https://doi.org/10.60036/jbm.v1i2.15>
- Tjiptono, F., & Chandra, G. (2016). *Service Quality dan Satsication, Edisi Keempat*. Yogyakarta: Andi.
- Wibowo, H. O., & Rahayu, S. (2021). Pengaruh Kualitas Pelayanan, Harga dan Promosi Terhadap Keputusan Pembelian Pesan Antar Makanan Gofood di Kota Solo. *Excellent: Jurnal Manajemen, Bisnis Dan Pendidikan*, 8(1), 70–78.
- Wiranata, I. K. A., Agung, A. A. P., & Prayoga, I. M. S. (2021). Pengaruh Digital Marketing, Quality Product dan Brand Image terhadap Keputusan Pembelian Roti di Holland Bakery Batubulan. *Jurnal EMAS*, 2(3), 133–146.
- Wisnu, D., & Permana, G. I. (2022). *Dampak Pemasaran Sosial Media dan Citra Merek Terhadap Niat Beli*. Malang: Pustaka Peradaban.
- Wowor, C. A. S., Lumanauw, B., & Ogi, I. W. J. (2021). Pengaruh Citra Merek, Harga dan Gaya Hidup terhadap Keputusan Pembelian Kopi Janji Jiwa di Kota Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(3), 1058–1068. <https://doi.org/10.35794/emba.v9i3.35233>